Turn On Your Computer, Fire Over Your Internet, And MAKE MONEY!

By The Staff

of

Found Secrets

Introduction

Yeah, we know, you probably think we're b-s'ing you again! But, many of you thought that when we put out the hugely successful "Open Your Daily Newspaper & MAKE MONEY! "

If you will remember, when we opened Open Your Daily Newspaper & MAKE MONEY! , we told you that people don't make money from the newspaper, because of what they do with it. They read the sports, or the funnies, or their horoscope.

And, then throughout the book we showed dozens of ways to make that information profitable.

The same is true with the computer and the Internet.

Most people fire up their computer to chat with their friends, play games on-line, or copy music and or movies, both legally and illegally. They pass jokes on to their friends through e-mail, (although we will show you a way to make money doing this).

In general, people don't think of the Internet as a way to make money or to be used as a tool to do more than just win a bet about what first movie that celebrity really appeared in.

So, first of all, just like with Open Your Daily Newspaper & MAKE MONEY! , you are going to have to do some work! (Although, hopefully, you will learn how to work smarter and not harder!)

Remember, Newton's Laws?

One of them said, "For every action, there is an equal and opposite reaction."

But, another one of them said, "Once an object is in motion, it tends to stay in motion."

Now, once you apply the methods using the software and tools we point you to, you will be able to make money!

As always, we can't promise you how much you will make. And, we can't even promise that you will make any money at all. Just like we told you in our advertising for Open Your Daily Newspaper & MAKE MONEY! , you could take all this information, and say, "Too Tough," and throw away all this information.

But, we can tell you this. It took us almost two years to get where we are today. And, WE ARE MAKING MONEY! Every single month, and sometimes, almost daily, we are making money off of passive income, book sales, and affiliate sales.

And, you can, too! But, you have to use what we show you, and apply it to what you want to do with it.

This book will focus on more than just tools, ebooks, and software. We don't recall where we read it, but we do remember that it said something to the effect of, "Any book that teaches you how to make money, if it is a good book, also teaches you HOW TO DEAL WITH THAT MONEY. Therefore, by nature, any money-making book must not only contain money-making schools, but must also deal with psychology."

In the first chapter, we will explain more why this has to deal with psychology as well as money-making skills.

But, you are in for a ride. We took almost no money, and built a subscriber base of over 3500 subscribers in a year and a half (with about 2800 added in one month).

Now, we did spend some money. We obviously bought the computer, and we paid for a microphone, and we bought some CD discs, and we also paid for our Internet connection, which although we now have DSL, at the time we were building it, we had to pay for dial-up, because we were too broke to pay the higher price of DSL.

(Broke is only a temporary condition. Never call yourself "poor."Broke you can get out of. Thinking poor is permanent. Yes, just like in Open Your Daily Newspaper, we will go off-topic, but we do it to keep your interest and teach you. You remember things better if they come out of the blue, than if you are just expecting the next progressive step.)

Most of the tools that we got, were given to us, or we found them for free on the Internet. And, we are going to give you most of those tools in

this e-book, for free. (And, you won't have to spend eight years looking for them, like we did.)

So, without any further run-around, let's get this show started!

Chapter 1: Get Rid Of Lottery Thinking

Just what the heck is lottery thinking you're probably saying?

Simply this:

"Someday, dear, when our ship comes in, we'll be sitting on easy street."

Or

"One of these days, we'll win the lottery, and you'll never have to worry about anything ever again."

Let's face it, when you're ship comes in, you'll be at the wrong port.

Or

(Especially if you live in the center of the U. S.) When your ship comes in, you'll be land-locked on dry land.

And, by the way, most people that win the lottery are now broke! (Although maybe we ought to call them poor.)

Here's why.

When you win the lottery, you take off and buy a big house. And, you party, party, party. And, you buy big cars. And, you go wherever you want.

And, then, after a while, even if you haven't spent all your money, you have lost your focus on life. Your purpose. Your direction.

You are dead, and just waiting for your corpse to arrive.

But, that was what you wanted, wasn't it? To be financially free and get whatever you wanted, without thinking about the money.

But, it isn't enough! (It never is.)

See, if in advance, you planned for winning the lottery, and then

determined what investments you would make, as well as what NEW things you would be doing, then, you would be able to quit your job—but, this time, with a renewed purpose!

See, in our opinions, which we wrote in a long ago essay that is now lost, the meaning of life is this—to serve others with what you know or do best.

So, there's nothing wrong with being able to quit your job, but you have to have a purpose to do something worthwhile. Whatever you are blessed with that makes YOU unique.

And, by having it handed to you, like in a lottery, or an inheritance by being the favorite niece or nephew or your childless aunt doesn't make you think about what you will do—what greater purpose you will serve with all that money.

And, we're not just talking about giving it away to charity. That's a nice idea, but what you end up doing is perpetuating that person's state of being either broke, or worse, poor!

But, if you had a plan for that money, then you would maybe set up a school to teach "disadvantaged" individuals how to better themselves. To give them what they need to make it in life as a success.

And, if you have to earn that money, you are in a better position to be able to do that!

So, "lottery thinking" and "when my ship comes in" thinking really rob you of ambition. Without ambition, because you always think that someday, the money will come in, by some fluke accident, you stay in your comfort zone.

And, the most dangerous thing in the world, as told to us by one of our early mentors, Tom Hopkins, is "Comfort Zone" thinking.

When you are in your "Comfort Zone," you don't really strive to better yourself. You just stay right where you're at. You don't advance, and you try not to go backwards.

But, that's why it's dangerous. You are just content. Now, Paul, the apostle, not our Brother Paul, even though he was named after him and

his great-grandfather, stated, "With whatever situation I find myself in, I am content."

But, that very same Paul said, "Therfore, striving for the goal . . ."

So, you can be content, but still reaching for the goal.

This book is going to try to teach you how to do more than just settle. It's going to try and teach you to reach for the goal, and be your best.

So, instead of "lottery thinking," let's develop your potential for doing great things!

So, let's explore just exactly what you want to do in your life that is going to help other people! (And, also make you money, at the same time.)

Chapter 2: What You'd Rather Be Doing

All right. Tell us right now, if you could do anything in the world, what would it be?

Ooops! Wait a minute. Let's do this EXACTLY right!

Read the next sentence. Then, go to your mirror, and tell us, if you could do anything in the world, what would it be?

Quick! Go to your mirror and say it!

Did you come back? (We hope so. Some people might not have understood they were supposed to return to this book when they finished doing this little "mirror" exercise.)

What was the expression on your face when you said what you wanted to do?

Was there a light in your eyes!

Did your face grin when you said it?

If it didn't, then you didn't say what you really wanted to do.

You see, you cheated yourself. You said something you thought you could accomplish, rather than what truly excited you. And, that's not what you need to do.

We don't care how insane the idea is.

There is a man in America who everyday, gets up, goes down to his recording studio, and fires up his computer.

He, then sees, his job orders that he needs to fill.

He then sits down, and records those job orders.

Those job orders are commercials. He does the voice overs for movies, commercials, whatever is requested of him.

And, we have heard that he makes millions each year doing it.

He pretty much has a virtual lock on the business. Usually when you hear a promotion for a movie, this man has done the voice-over for it.

And, he has flat out told people, if they want to break into this business, they better wait until he dies.

His name is Don LaFontaine. And, he loves what he does.

But, how many people even thought about a "voice-over" job.

Famous Amos, and Little Debbie make a fortune off cookies.

There are people that make all kinds of money off all kinds of different jobs that others have never thought of doing.

When Stephen King broke into the business back in the 1970s, the best sellers were written by Harold Robbins and Sidney Sheldon. He has eclipsed both of them. (As a matter of fact, one time Harold Robbins stayed in a $4000 a night hotel. Somebody mentioned the price to him as he was checking out, and he replied, "Yeah, it's about a day's pay.")

We don't care whether you like Rush Limbaugh or not. What we are trying to show here is a point.

When Rush Limbaugh broke into his own radio show, at that time, nobody had ever heard of any talk-show host doing a show without scheduled guests. Within a few short years, while Larry King had a "huge" listenership of two million listeners, Rush Limbaugh doubled the size of King's listenership, and now has somewhere between 15 and 20 million listeners.

Paul Harvey has been doing the news and his "Rest Of The Story" for years. But, whoever thought of making a career of just reading the news.

There is something that you want to do that very few people are doing, but YOU KNOW you can do it better than anybody else.

Or

It's something that everybody's doing, but you have a new angle on it

that nobody else has ever considered. (Kind of like our Open Your Daily Newspaper & MAKE MONEY!)

So, now that you have thought about it, let's ask you again to go to the mirror, and state aloud just exactly what it is that you want to do with your life!

Are you back?

Did you smile? Did your eyes light up?

Good, now you know just exactly what it is you want to do with your life.

Hey, even if it has nothing to do with the computer, just think, we helped you change your whole course in life, and we did it in just two chapters.

But, now, let's explore how to start putting that to use!

Chapter 3: Creating The "Win-Win"

We hear you already.

"Will you quit with the psychology, and get to the good stuff. Where's the freakin' freebies you promised us that can make us a fortune? "

Do we need to remind you of the story told on Dr. Demento about the martial arts instructor and the impatient student?

(If you don't know it, you're just going to have to find a way to get your hands on Open Your Daily Newspaper & MAKE MONEY! Here's a link:

http://www.foundsecrets.com/newspaper. html

where you can get any copy of it, if you really must find out!)

Like we said in the beginning, your mind must be ready to make money. If it isn't, you will lose it in the pursuit of trying to make more without the proper preparations.

In big business, it's all about "crushing the competition."

But, you will rarely hear us say anything about competition.

Instead, we talk about CREATION.

Kind of like that famous old story:

"In the beginning, God CREATED the heavens and the earth."

He didn't COMPETE for the heavens and the earth.

It's about CREATION.

Hey, there's plenty for everybody. Some people just haven't figured that out yet.

But, we're going to show you that there is enough to go around.

Think about this:

Bill Gates has the most money of any single individual. Somewhere between $50 billion and $100 billion.

Let's say it's $100 billion.

Now, the earth is approaching 6 billion people.

Let's see now. $100 billion divided by 6 billion is the same as 100 divided by 6. So, if all of his money was split up between all the people on the face of the earth, then everybody would get about $16. 67 each.

Wow! That's almost enough for a couple to go out to dinner at a fast food joint.

(We're sorry. We realize our facetiousness is showing.)

So, then, almost everybody, at some time or another has had $16. 67 to spend.

So, then, that means Bill Gates doesn't have all the money in the world. (Yes, we hear those of you saying, "But, he's trying."So what, let him try.)

So, then, if the richest man in the entire world doesn't have all the money, then that means that nobody has all the money there is to be had in the world.

(And, by the way, money as in paper money or coin is not the only way to attain wealth, but we may or may not cover that in a later chapter.)

So, if nobody has all the money, then does that mean that everybody can have plenty of money.

The answer is, "Yes! "

The problem is there are some people who have what we call a "welfare mentality."

Now, before anybody goes and gets all politically correct on me, we

realize there are some people who have deep mental challenges and need government assistance. But, that's because the churches have failed to do their jobs.

(In the book of James it is stated, "Pure and Undefiled Christianity is this: to care for the widows and orphans. That means it is the duty of Christians to take care of those who cannot take care of themselves. Somewhere along the line, some churches have dropped the ball on this, and unfortunately, some "pastors," NOT ALL, have decided to "fleece the flock," instead of focusing on Pure and Undefiled Christianity. If you are offended by this, we're sorry, but we have to call them as we see them.)

So, what is welfare mentality? Welfare mentality usually occurs when a family member has grown up in a welfare home. The parents, out of what they feel is a necessity, have mastered the skills of getting the most out of the government assistance programs, and have taught their children to do it also.

The children, knowing no other lifestyle, grow up, have children, and teach their children the same things they have learned: getting the most out of the government programs.

These government programs are based on a quota of not going over a certain dollar amount. That means, these government programs have taught people to limit themselves as to how much to earn, make, or do.

And, these children, now having grown up, have passed this "limiting" belief on to their children. Just like a crab that tries to get out of a pail is pulled back into the pail by the other crabs, these people have taught themselves never to reach for their best, and stay in the "government pail" their entire lives.

It becomes a vicious cycle, and one that is extremely difficult to get out of.

We're not blaming the people trapped in this cycle. As a matter of fact, if you are trapped in this cycle, and are reading this book, we congratulate you on taking a step out of the cycle.

If you know someone who is trapped in this cycle, then help them get out of it. (That may be your calling for all you know.)

And, then here is the other problem.

We'll get to in a minute. But, first a story:

We once read in a science fiction story about an instructor who did more than teach his cadets how to shoot their weapons at the deadly worms that were taking over their world.

One of his lessons was set up to show how to set up a new society. He hired guards to keep order in the new society. Then he started setting up rules that had to be obeyed, and the guards had to enforce. He collected money from everybody to pay for the "services" provided by the government. After he collected all the money, one of the students saw this as unfair, and broke apart from the group, and before long, a revolt had started.

The wise instructor then stopped the war as people had decided whether to stay with the newly created "government," or stay with the revolutionaries. He pointed out that he could not just return everybody's money, because the guards had to be paid for doing their job. So, after paying the guards their "salary," he then divided up the remaining money back to his "citizens."

Moral of the story:

The government cannot be fair to everybody.

At best, it can only be "unfair" to everybody.

So, when you look at the "welfare mentality" being controlled by a government that, at best, can only be unfair to everybody, you can see why it is so tough to break out of a vicious cycle that's designed to keep everybody in the "system" poor. (Not just broke, but "poor.)

So, since we now know there is plenty for everybody, then let's stop thinking about competing with others, and start helping others.

And, the process is called, "Win, Win."

It's not easy to do "Win, Win."You are not conditioned that way. You are conditioned that just like in the original movie, "The Highlander," there can only be one.

You're conditioned that way in all areas of sports, games, card games, and more.

You have been taught it is all about, YOU MUST BE A WINNER.

We're here to tell you this: EVERYBODY MUST BE A WINNER!

If you bought this book, then we made money off it. And, being frugal, we can assure you we made more money than what we invested to make it happen.

But, you also get to be a winner.

Why?

Because for eight years, we followed every freakin' scam out there. We tried MLM, (we're not saying that MLM is wrong, but we will cover what to look for in an MLM, if you are going that way), paid to surf, survey, and any "easy money" method we could find. We spent hours doing meaningless tasks, only to educate ourselves as to what works.

So, you will save years, just by using the tools we provide in this book, and MOST OF THEM WILL BE FREE. They will only cost you an Internet connection, a computer, and your time. (Maybe a microphone, but if you're lucky, or smart, your computer came with one!)

So, you gave us some money, we saved you some time!

Everything that you do must provide somebody more in use value than what they pay you in cash value.

We covered in Chapter Six of Open Your Daily Newspaper & MAKEMONEY! that the more expensive a method of travel is, the more it saves you in money. A jet is faster than walking. Walking is free, but it takes you a long time to get there. A jet costs lots of money, but you get there quicker.

So, the money you pay to ride in a jet, saves you in time. You get more in time value than you spend in cash value.

It's a win-win.

Napoleon Hill, who was most famous for writing "Think and Grow Rich," has pointed out that if you were to have to go and get everything that you had for your morning breakfast, it would cost you plenty in money and time. So, when you buy your eggs, you didn't have to spend the time or money to raise the chickens that provided them. You get more in use value when you buy the eggs than you spent in cash value.

And, that's the way you have to start thinking with everything you do. To make something a Win-Win! you must provide more in use value than you do in cash value.

(This can even be applied to your relationships. Are you offering more in your personal relationship than you are getting back? If so, and the other person is doing the same, then you BOTH have a very profitable relationship.)

So, start trying to create a Win-Win in everything you do!

Now, let's look at the only two assets you have to do that! (And get back to that idea of money and time.)

Chapter 4: The Only Two Assets You Really Have

There are really only two assets you have in any situation.

Time.

Money.

Now, true, money can be your assets other than money, but if you followed our advice in Chapter Six of Open Your Daily Newspaper & MAKE MONEY! , then you know that to get wealthy, you need to take your money to buy more assets to get even more money to buy a bigger asset to turn into still more money to buy an even bigger asset to get---

You get the picture, don't you. it's called CASH to ASSET to CASH! (And it's explained in full detail in Open Your Daily Newspaper & MAKE MONEY!)

But, now think about this. If you want to make money, you have been conditioned to provide your time in exchange for money.

It's called a JOB.

You give them your time.

They give you MONEY (paycheck).

So, now, usually people with lots of money, generally don't have any time. They have traded their time in for money.

There are people with plenty of time, but they generally don't have money. (They're called unemployed.)

So, there must be a balance somewhere.

There is.

But, the problem is, as with anything, it does not happen overnight.

There were many years that one of our staff members had his spouse

hounded by her parents, which were his in-laws, as to why doesn't he ever break away from that computer. After all, "he's not making any money at it," they would say.

But, that's because he was trading his time to learn and master the computer.

(At one point, he could not even figure out how to operate a simple ftp function to get the files up to a website, and once they were up on the website, he didn't know how to set up a download page. There were a lot of things he didn't know how to do for years, but now, he is fairly proficient at even hand-coding an html page by hand, if he has to.)

You remember all those promises of how you can make massive money with just a few hours a week.

One of the biggest lies of MLM, (no we're not knocking legitimate MLMs. You'll see that in a moment.) is that it only takes a few hours a week to show the plan to a few people a week, and in two to five years, you could be knocking down a hundred grand a year.

Yes, you might be able to knock down a hundred grand in two to five years in the MLM business.

But, here's the lie!

You WON'T do it in JUST A FEW HOURS A WEEK!

When you do anything new, that's designed to make you money, you need to TREAT IT LIKE A FULL TIME JOB!

It may only take five hours a week to present plans to people.

But, you may have to spend five hours a week mastering the product knowledge. Five hours a week keeping track of the records. Five hours a week perfecting your presentation.

Pretty soon those five hours perfecting each and every aspect of the business could add up to 30 to 40 hours a week pretty quick.

Now, is it worth it?

Only you can decide.

But, if you have found your "calling," then it probably is. Even if it's doing the "dirty" parts of the job that nobody likes to do, but have to be done to make things happen.

(By the way, as promised, here is the key to finding an MLM company worth your investment in time and money: if you, or others, would buy the product because of what it does, and the price is fair, then that's the MLM company to work with. Make sure they have a system that can be duplicated, and offers support.)

Just last week, we found out one of our "Tell A Friend" scripts wasn't working. It had been that way for at least a year, but we didn't know it.

So, we had to spend four hours to find a new script that was free that was easy enough to install and put on the website.

You think our webmaster liked doing that.

Of course he didn't.

But, he did it anyhow. Tell A Friend scripts that are automated can give your customers one more way to find you because they were referred by somebody else.

Here's the secret!

Spend two to five years doing that "second" full time job, mastering your new business while you are doing your regular job, and eventually, you can be to the point where you only have to spend five to ten hours a week to keep it maintaining itself.

Yep, it's that Newton's law again. Once an object is in motion, it tends to stay in motion. But, it's getting it up and going that's the hard part.

It's kind of like a rocket. When the rocket starts off, it expends it most energy at the take-off. Once it's broken free of the earth's atmosphere, it only needs an occasional burst to keep it going.

Same thing is true with your new business!

Now, if you have money, you can pay somebody to do the dirty work and you can focus on managing other aspects. Or, you can pay for the software that makes it easier instead of looking for the free scripts that make it happen. Or you could Barter for the outsourced work or software.

But, either way, you're going to need time and/or money to make things happen.

Now, since you are reading this e-book, we are going to go with the assumption that you are most like people, you have more time than money.

And, don't tell us you don't have either.

If that's the case, then you desperately need this book. And, you need to find the time to make it happen.

So, here at Found Secrets, we accept no excuses. IF you are SERIOUS about making money with your computer and the Internet, we are going to give you the tools to do just that.

But, YOU HAVE to BE SERIOUS about it. (Unless you're going to create a joke sight, then you have to keep at it, but you don't have to be SERIOUS, unless you're a straight man. Which reminds us, too of the greatest straight men in history: Dean Martin who played straight man to Jerry Lewis, Dan Rowan who played straight man to Dick Martin and Tommy who played straight man to his brother Dicky Smohers. Hmmm,there are a couple of Martins mentioned in those routines, and--

Oh, we're sorry,what was the question again?

Hey, we're here to have fun, too, you know! (And, you really didn't expect this path to go straight from A to B, did you? You knew somewhere in here we were going to jump to Q!)

Let's get to some mechanics of these methods!

Chapter 5: The First Thing YOU Need To MAKE MONEY!

Okay, you're reading this e-book, aren't you?

So, we're going to assume number one, you have access to a computer, and you have access to the Internet.

Yes, even if you are reading this on the Internet at the library, you still have access to a computer AND the Internet. (You just found another way to do it for FREE! But, remember, you won't have as much instant access to the Internet, so start using these methods quickly and get your own computer and Internet if you are doing that.)

We will not go into the benefits of DSL or CABLE or SATELLITE or WIRELESS vs. Dial-Up. (Remember, until about three weeks before we started this book, we were making money on just a dial up connection.)

We will start with the assumption that you have access to a computer and the Internet.

Now, you need your own website.

Before you go going all "well duh" on us, we are going to get more specific.

You see, one of our staff members built up a subscriber-ship of about 2000 subscribers on a free website, about seven years ago. And, he did it all for the cost of his Internet connection.

The problem is he did it just to prove he could do it. (He did the same thing when he went to college. He wanted to prove he was smarter than your average college student, and graduated with a 3. 83 GPA and a double major in history with minors in Psychology and Native American Studies. All, which were, extremely relevant to his current endeavor as our web master and one of our researchers. Ooops, our facetiousness is showing again. The point is, he finally figured out there's more to life and making money that just "proving a point.")

So, you can go the hard way, and try to find a "free" website that you can build your business on.

But, there's at least three problems with that. (And, yes we call a problem a problem. If you want to know why, you're just going to have to find a way to get a copy of Open Your Daily Newspaper & MAKE MONEY!)

Problem #1: Your ftp rights are severely restricted. (In addition, there are CGI limits, PHP limits, and more limits that could make it even tougher to overcome the problems in making your business profitable.)

Problem #2: Your sites are usually ad-supported, and you have no control over the ads.

Problem #3: Nobody takes you serious. Instead of your website name, you become: (DO NOT TRY TO CLICK THE FOLLOWING LINK! AND, IF YOU ARE THE OWNER OF THE WEBSITE BELOW, WE SEVERELY APOLOGIZE FOR INFRINGING ON YOUR NAME:)

http://www.somestupidfreesitethatwemakemoneyoffof.com/yourwonderful site/index. html

instead of

http://www.yourwonderfulsite.com

So, if you ARE TRULY SERIOUS about making your own business, you need your own PAID WEBHOST (or you need to build your own server to the Internet and host your own site, and if you can do that, you already got a marketable talent and skill.)

So, if you are looking for a paid web host, you can go cheap. (We had one that we only paid $36 for an entire year. And, yes, it did work, but we had to upgrade when we went to THE BIG TIME like we are now.)

Now, you can research whomever you chose to go with. You can get them as cheap as $1 to $3 a month even.

But, some things to note here. You want at least the following:

FTP
CGI-BIN

PHP access
E-mail

if you can get more, great!

Here's some other things to consider:

PERL
SSH Access
Any Automatic Scripts (like Fantastico)
Bandwidth Limits (really important if you do a lot of downloading of products to your subscribers or customers.)
Storage Limits
Website Builder (Especially if you don't know how to create a website through HTML or a WYSIWIG (what you see is what you get) editor
Up Time Guarantee

With these things, you can do some pretty amazing things.

Let's take a look at just the ones that we have used. (Please realize any one of these may work better or worse than they did for us.)

The first one was our cheapest web host, though certainly not the cheapest one available.

http://www.shieldhost.com/

who at the time of this writing, are allowing you 50 GigaBytes of bandwidth and 2 Gigabytes of storage space at around $4 per month.

One of the reasons we moved is there were very few pre-configured scripts, and no CRONTAB control. (Crontab allows you to schedule events like your mailings.)But, we certainly had no complaints while we were with them.

We moved one of our websites, Cure For Being Sick and Tired Of It Allto:

http://www.startlogic.com/

who, while we are writing this are offering 15 GB ofstorage and 250

GB of bandwidth and allow you to host 10 domains in 1 site plus give you one free domain name.

The reason we are leaving them is because there was a limit on how many e-mails we could do per day. Plus their V-Panel did not give us great control of the CRONTAB, so that if we wanted to spread out our mailing, we could not.

We then went here for our main website, Found Secrets:

http://www.lunarpages.com

who, while we are typing this, are allowing 10 sites in 1, 5 GB of storage, and 400 GB of bandwidth transfer. Another upside is unlimited databases!

The drawback we had here, which you may not experience, is that the mailing program they recommended caused them a "security" problem.

(Please realize we are not criticizing this web host. They may work great for you, and their service is highly rated. Indeed, we got e-mail responses within less than a day, and sometimes within minutes, so they do have great service. Their service may be great for you; it was just not compatible with what we were doing.)

This occurred during the month of December, and they shut down our mailing program, which is the heart of our program during the major "giveaway" promotions.

(Talk about scrambling. We had to set up auto-responders and re-code web pages during this time to make sure everybody got their free gift, and we got their name.)

We are now with:

http://tinyurl.com/9gkeo

which provides us with:

15 Gigabyte Hosting Space
Host 6 Domains on 1 Account
2,500 POP/Imap Email Accounts

400 GIGS of Transfer
SSH (Secure Shell)
SSL, FTP, Stats
CGI, Ruby (RoR), Perl, PHP, MySQL
2000/2002/2003 Front Page Extensions
Free Domain Forever
Free Site Builder (NEW)
Superb/Responsive Support Engineers

(Yes, there's a reason why we are using a TinyURL instead of the name of the web host, but we will cover that in later chapters when we cover affiliate programs, and shortening URLS.)

The reason we went with this company is because number one, with our legitimate request, (translate: we don't spam our subscribers) they provided us with a 500 e-mail per hour limit. They have CRONTAB access, but with the mailing program we use, we don't need that. And, whenever we call them, they let us know what number in line we are for the next operator. (The longest we've had to wait is 12 minutes and that was as eighth in line.)They have even upgraded to 24/7 phone service.

We had a problem once when our mailing was cutting off after twenty minutes, but within a day, they figured it out. Yes, we had to pay $30 more per year, but it's worth it to us! (Remember, we have almost a total of 3600 subscribers at this point, and hopefully we will continue to grow.)

This site, as well as Lunar Host both run off the popular C-Panel for site management, and both have the Fantastico scripts, which can be quickly self-installed to help make your site more interactive and functional.

Now, let's talk about bandwidth.

Even when we gained 2800 subscribers in one month and were giving away two books, with all the downloads, we only used 2. 5 gigabytes of transfer. Remember, we are entitled to 400 gigabytes of transfer! So, we used less than 1/100th of our alloted bandwidth.

As for storage, we keep adding books, but have yet to reach 100 Megabytes, which is 1/10th of 1 gigabyte and we are allowed 15 gigabytes of storage.

The other thing is that they charge everybody the same price for this service. As low as $6. 95 per month, if you sign up for a two year contract, (which you can bet, when we renew, we will be signing up for the two year contract.)

Especially if you are new to the Net, you may want to use a provided website builder to get started. But, you may eventually learn how to build your own sites like our web master does.

You may go with whom we chose, and you may not, but whatever you do, you need a paid web host, or your own server, and your own domain name, not a subset of somebody else's.

We will get more into the mechanics of your website as we go, but this is a good start for you.

Let's get to your domain name!

Chapter 6: It's All In The Name

This is most likely going to be one of the shortest chapters in this entire e-book.

That doesn't make it any less important.

If you don't have the right name, it can be fatal.

Take our first website:

http://www.cureforbeingsickandtiredofitall.com

When our web master typed that in, his wife thought he was writing a small novella.

To be sure, it was a cute name, but nobody could remember it. They kept transposing the name.

That's why our current site is just called:

http://www.foundsecrets.com

The biggest problem is most of the easy big names are gone.

But, you can slightly modify some of them so that you will find they are available.

Ideas: Put a "the" in front of the name you are trying to create for your domain name.

Now, with that said, as Inigo Montoya said in one of our favorite movies, "The Princess Bride", "Let me explain. No, there is too much. Let me sum up."

Number 1: Keep it short and easy to remember.

Number 2: If you need to change it, then add a word like "the" in front of it.

You can get your domain name from several places, but probably the most notable is:

http://www.godaddy.com

or
http://www.namecheap.com

(some people like "namecheap" even better than the more famous one listed above.)

It used to be, years ago, when Internic was the only place you could register that you had to spend $70 for a two year registration of your domain name.

Now, it's only $8. 95 for the "GoDaddy" or $8. 88 for "namecheap."But, there are many others that might be cheaper.

And, if you go with the web host werecommended in the last chapter, and you only run one domain, they will host the domain name for you for free.

Any way, you look at it, when it's all said and done, you have now invested a total of anywhere from about $45, or in our case, $133. 95, to have my own spot on the web.

Ah, but how to make money?

That's the question.

Coming up in the next couple of chapters is the answer!

Chapter 7: How Do I Make A Website?

So glad you asked!

You can do a couple of things.

Number one, you can use your web host's site builder.

Advantage: It walks you through the process.

Disadvantage: All your sites have to have the same template, and you may or may not be able to lock certain people out of a specific site.

We hear you screaming: "But, I want people to come to my website! "

The answer is, "Yes, you do."But, the other answer is, "Not until you have their name and added to your e-mail list."

We'll get into protecting your site in a little bit.

The second way to build your website is to learn HTML.

Or, better yet, get a WYSIWYG editor to convert it into HTML.

We use a WYSIWIG to code our pages, and then we do any corrections in an HTML editor.

Here's your first set of freebies!

(We hear you yelling, "Finally! ")

The WYSIWYG editor that we use (yes, it's free) is called NVU, and you can access it here:

http://www.nvu.com/

We won't go into the specifics ins and outs of how to build your website with NVU, but we will say, you open it up in normal view, type what you want, and create it, (there's an FAQ, which is known as Frequently Asked Questions, that goes more into detail on that site), and

then, switch to source view to copy your HTML, which stands for Hyper Text Markup Language, to be pasted into your HTML editor.

There are three well known HTML editors, but the one we use is HTML Kit, which you can download for free here:

http://www.chami.com/html-kit/

But, if you are looking for some that have built in scripts that you can just copy and paste into your newly built web page, you can use 1st Page 2000 from Evrsoft (but, make sure you have your anti-virus turned on so it catches the Six Pages From Hell virus, which some say is harmless and others say it isn't, but why take a chance. As long as your anti-virus is on, it will safely delete it without any problems.) which is available here:

http://www.evrsoft.com/

The last one was the very first html editor we ever used, and it was one of the first freebies we ever downloaded, (and the same company that created it, has a great "time-keeper" for your computer clock that we use on our system that keeps our clock synchronized called "About Time"):

http://www.arachnoid.com/arachnophilia/

Again, like we said, this book is not here to teach you about web design. There are plenty of books on that, or you can always use your site builder to make your sites look better.

Once you have pasted the html into your editor, do a "save as" whatever the name of your file is into whatever folder you have chosen to put it into on your computer. We'll go and get it in just a few minutes.

We're just teaching you how to get the tools to do it.

But, now that you have your "website" built, how do you get it up there for the entire world to see?

Ah, that's the question, now, isn't it?

Fortunately, we have the answer!

Chapter 8: How Do I Get It On The Web?

There's actually two ways to get your site up to the web.

The first is through your upload spot on your web host. You click on the upload link, it browses through your computer, until you select the file you are trying to upload.

Then you upload it onto your Public HTML spot on your domain. You can create a folder for it to go into, but you will have to type the path for people to see it, once you have done that. But, we will get to that a little later.

In some cases, you will have to set permissions for people to be able to use a particular file. Suffice it to say that some FTP programs will let you change the permissions, and in other spots, you need to go to your websites' control panel to change these permissions. More on that when we cover PHP and/or CGI information.

Now, once you have created your folder, if you have chosen to, and uploaded your file to it. Your page is now on the Web. People just have to locate it either through a search engine, or you will have to refer people to the specific spot.

Be careful when you upload, because sometimes, some title gets capitalized. And "Index. html" is not the same as "index. html" (which by the way, the first page that has to be made available for your site to be active needs to be named index. html, or else people won't be able to get to your site.) and people will see a funky looking breakdown of all your files on your site, instead of your carefully designed site.

Same is true when you move pictures up. "mypicture. jpg" is not the same as "mypicture. JPG." So, if when the file moves up, it changes the capitalization of any word, you will need to rename it to the right name for people to be able to spot it.

The other way to get your site over there is through an FTP.

And, yes there are several decent FTP programs. The one that we happen to like is available for free download from (it's the 7. 4 version

that's the free one):

http://www.internet-soft.com/ftpcomm. htm

And, we have used it for years with great results.

Now, usually, if you leave a transfer on automatic, the ftp will sort between the two transfer file types of binary or ASCII (ASCII usually has to do with text, and binary has to do with everything else, like photos.)

But, occasionally, you will need to take the automatic transfer off, when it tells you that a program has to be uploaded to your site by a specific transfer. So, keep an eye on that.

For a quick crash course, that will save you some time and effort in learning how to ftp, go to our resource page at:

http://www.cureforbeingsickandtiredofitall.com/freestuff. html

and check out our quick explanation under FTP tools! (It will save you hours of aggravation, but it does not answer all the questions.)

So, now that you have your website up there, just how do you make money?

Yeah, we knew you were waiting to find out!

Head to the next chapter!

Chapter 9: The Easiest Passive Income In the World

Many of you may not know what passive income is, because you haven't yet checked out Open Your Daily Newspaper & MAKE MONEY!

That's okay.

Passive income is money that you get for having done something once, and then it brings you in money after that without you having to do anything further to make it happen.

Put your money in a savings account. Although the return is poor, you are making passive income.

Write a book. Every time a royalty comes in, you've made passive income.

Sell a policy in insurance. Every time they renew, you get, you guessed it—passive income.

Rent your property. Every time a new month comes around, yep, that's right—passive income.

Sounds great, doesn't it?

Guess what?

We, at Found Secrets, make passive income on an almost daily basis from something you see whenever you visit one of our websites.

It's called Google Adsense, or GAS for short.

You know those little ads that are all over the web page in various spots that are seemingly related to our content on the page, (like if we're talking about Getting Rich, you will see a little headline up in a corner, or a clickable link that takes you to Rebecca Fine's Science of Getting Rich sight), that's a Google Adsense ad.

Now, what happens is an advertiser is taking advantage of your website.

Whoa, stop right there!

You want them to!

We're sure some of you are freaking out about all the hard work you put into your site, and how dare they try to draw people away from your site.

Well, guess what!

When somebody clicks on one of those ads, and you are signed up for GAS, you make money, every single time somebody clicks to go to their site.

But, there are some rules.

Number one! After setting up your site, don't just go to your sites and click aimlessly to try to build up your money. They catch you doing that, you're banned!

Number two! The same size ad must be used on any single page! So, you can't mix and match ads to try and break up the monotony.

Number three! Don't go telling people to click on these ads!

Number four! Don't put inadvertent pointers to try and get people to click.

Number five! You don't get paid until you have built up to $100. (It took us seven months to get to our first $100, and then we have not missed a $100 per month after that.)

Number six! Put up relevant content sites! Don't refer people to a webpage that has 100 ads for your other affiliate programs.

Number seven! Do not put your GAS up on a page that has a competing program! And don't put it on your order page or thank you pages (where the people download their gift or purchased product.)

Number eight! No more than three ad units on any one page! (Although you can put one "Search bar" and one "link unit" plus you can now refer people to Adsense and Firefox and a couple of others, which

allows you one referral per product. per page.)

There are other rules, but you can read all about them when you sign-up.

Just go to any of these pages, and find the little blue button that takes you to the Google Adsense sign-up:

http://www.foundsecrets.com/freebooks. html

http://www.foundsecrets.com/ezines/index. html

http://www.foundsecrets.com

There are tons of books out there that will teach you different strategies to build up your Adsense. And, there are many tools out there that will help you build keywords to add to your site.

However, the easiest strategy, probably not the best, but certainly the easiest that we use is this:

1) Put up web pages that refer to a niche or a lot of web pages that refer to different niches.

2) Use the format that we use on any of the above pages. You can check out which one it is by right clicking and checking the source code. (Don't copy the code, because it refers to ours, unless you want to make us more money! Just remember the format for when you set up your ad.)

3) We put it at the top, the middle, and the bottom of each page. (You might want to set up a templated HTML page that has these strategically positioned for each new web page you create.)

You can increase your traffic by getting a meta-tag generator that will pick out relevant key words to be added at the top of your html coding in your page. (Maybe now you can see why we prefer to use HTML editors instead of the website set up tools provided by our web-host.)

Here's one free one, but there are, of course, hundreds of them out there:

[http://www.webmaster-toolkit.com/meta-tag-generator. shtml/](http://www.webmaster-toolkit.com/meta-tag-generator.shtml/)

Just type the URL of the website that you want to add a meta-tag to, and let it pick the keywords and create the meta-tag. You can now cut and paste the created meta-tag into your HTML editor, and load the website back up via FTP or through your upload tool on your webhost.

But, now you need to let people know your site is out there, don't you?

No problem!

Check it out in the next chapter!

Chapter 10: It's Up There—Now What?

Well, now, you got your website up.

But, this ain't no flippin' "Field Of Dreams" movie.

If you build it, they will not come! Not until you show them it's there!

First thing to do, especially since you now have Google Adsense on your site, is to get Google to spider your site.

"Oh yeah," you're saying. "Google's going to just pop on over to my site and plug it into their search engine! "

The answer is, "Yes, they will. But, only if you tell them to."

For that you need to get Google Sitemap, which is included in the supplementary edition of this e-book. Once you have ran this piece of software, you will go to the Notify Google button, click on it, and then Google's spiders are sent out to your site to check on it.

Now, this can cause a problem, because it will spider EVERYTHING! Including your download sites!

Unlessssssss---

That's right, you tell it not to.

No problem!

Here's how you create a robots. txt that is loaded up to your site in your main directory as text, (that's with the . txt extension.)

Any folder that has files in it that you do not want spidered need to be put on a list in . txt format.

Most computers have Notepad on them, but any text editor, (not necessarily Office, or Wordpad) will work.

So, go to your Start button—Go to Accessories—and bring up Notepad.

Now, type the following:

```
User-Agent: *
Disallow: /privatejunk/
Disallow: /mydownloadsite/
Disallow: /mystuff/
Disallow: /cgi-bin/
Disallow: /nothereplease/
```

Save it as robots. txt (notice the plural). And, then using your ftp, load it up to your website.

Two other quick things on protection here. When you put a link to the download site, try not to make it the exact name of the product, as people might guess the link. Rotate which folders you use for downloads, as people can guess those, too.

And, if you're really paranoid, you can always use your C-Panel to password protect your download site. Just make sure you include the username and password in the e-mail that instructs them how to get their product, or put it on the "thank you" page, so they can get their product, or you will have some really mad customers.

The next way to get people to know about your website, besides Google, is to list it in e-book directories, (if you've written an e-book), or in a freebies directory, (if it's software to give away).

One of my favorites is e-zine swaps. This is where you build an e-zine, and space that's not being used, (which is just another part of your e-zine, and costs nothing but bandwidth, anyhow) is swapped in exchange for having an ad promoting your site or venture placed in somebody else's e-zine.

Any and all of these methods can be plugged into your search engine to pop up places to advertise using these methods.

But, since we were talking about an e-zine, let's go to that aspect!

Chapter 11: The Work Horse (And Center Piece) Of Your Business

There is one piece of software, that, in our opinion, is essential.

It's called a mailing list!

There are a lot of mailing lists out there, and, in our opinion, the best paid one is at:

http://www.sendfree.com

But, you may want to wait until your business has built up before you spend money on a professional mail list manager and auto-responder. (One of the reasons we recommend SendFree is it is not just a list manager, and an auto-responder, but it also is a mail server. One of the most restrictive of any webhost, even those that claim Virtual Private Server, and, yes, even ours, is that you do not have a lot of flexibility on how you can send your e-mails. But, if you don't want to overcome obstacles, get out of this business of running your own business, because trust us, there will always be obstacles to overcome!)

(Remember, the key to success and wealth, as is taught in "Open Your Daily Newspaper & MAKE MONEY! " as well as in "The Asset Generation" Program is simply this:

Cash To Asset To Cash To Asset To Cash!

You may have to spend around $100 for the first year to get your business up and running by buying a good web-host and a domain name, but from then on, any money that you make should buy something else that will make you more money. You can then use that money to build your website with automated software, to make your life easier.)

So, we are going to recommend what we consider is the best free mailing list out there:

It's called DadaMail!

And, you can download it for free, here:

You will need either determination or a knowledge of editing PHP variables to get it into your website. But, simply, there are five variables you need to focus on, as you will see in a minute.

People often making loading a php script harder than it is. It usually comes down to replacing some variables, similar to what you will see listed below. Often, the only other hard parts are going to your C-Panel and setting up a database name, which usually consists of your login name chosen by your web-host with an underscore and then a database name that is less than seven letters long. (Although you don't have to set up a database to work with DadaMail, we figured we would quell [yep, that's a fancy-schansy word for "calm) any fears you might have about the impossibility of setting up a php script. (And, remember, in this case, you can always hire a guy to set up your script, if you hate it that badly.)

For example, lets say that you set up a website called flippingrits. The webhost may truncate (that's shorten for you people that don't like fancy-schmansy words) to flippingr. Now, let's say you call your database "mail." You would enter "mail" (without the quotes of course) into the Create Database on your MySQL in C-Panel. Then, when it showed up, it would be called "flippingr_mail" for the name of the database.

Similarly, the same thing is true of setting up the username. You could type in the username "mesilly" and the name of the username would now be "flippingr_mesilly."And, then it would ask you to select a password for the username.

You then would need to add the username "flippingr_mesilly" to the database "flippingr_mail."

There is one slightly more complicated step left, but you would need to get access to MyPHPAdmin. That sometimes is just as simple as sending an e-mail to your hosting company and asking for it. In our case, we had to contact our local intenet provider and get a range of possible ip addresses, (at a minimum, you may need to contact your internet provider and get the ip address of where you are, so you can notify your webhost.)

Once in MyPHPAdmin, if you are ever asked in the directions to set

up a table for the database, you may need to do one of two things. You may need to import the text document that has the table, which will automatically set up the table to your database, or at the worst, you may have to copy and paste the information from that text document into the query section to create the tables.

It may sound complicated, but believe us, when you are as lazy as our wonderful Brother Paul at webmastering, if he can get it, you can get it. (And, once again, if you can't get it, might be worth paying for the installation of not only this product, but any other php script that you need to run your business.)

Back to the DadaMail Set Up.

Once you have downloaded it to a spot where you know where it is on your computer, you need to open the config. pm by right clicking on it, and then clicking edit to open it up. (Yes, there are other ways, but I've found that to be the quickest way to get it open, so it can be edited.)

$PROGRAM_ROOT_PASSWORD= 'mypasswordhere';

$FILES = '/usr/home/yourwebusername/dada_files';

(This is the trickiest one, but if everything else is set up right, DadaMail will clue you as to what to enter here.)

$MAILPROG= 'usr/sbin/sendmail';

(If you are using C-Panel, it will tell you exactly what it is on the home page of the C-Panel. You are basically looking for the directory that your sendmail uses.)

PROGRAM_URL ='http://www.changetoyoursite.com/cgi-bin/dada/mail. cgi';

This last part used to be so simple, but a lot of stupid hackers out there have made it so that people can easily figure out that you are using "mail. cgi."

That's why you now have to go to a different part of the script and code that with a different name other than "mail. cgi."

Deep in the script, you will find the following:

```
my $PLUGIN_URL= $S_PROGRAM_URL;
$PLUGIN_URL=~ s/whateveryouchangedfrommail\. cgi$//;
$PLUGIN_URL. = 'plugins';
```

So, when you change mail. cgi to whatever. cgi in the Program URL, you also need to change it inthe "$PLUGIN_URL=~s/mail\. cgi$//;"line and replace mail, with whatever you re-named your file to.

The other nice thing about DadaMail is that it also has a nice "bounce" handler, that automates the clearing your list of "bounced" e-mails that happen when you build a list of subscribers.

It also has a form that can be added to your web page so that people can sign up.

We could spend the whole book extolling the virtues of why we love Dadamail, but, it does have one drawback, at least for now! (Justin Simoni, the genius that created this piece of software, is currently working on correcting, what is, in my opinion, its only deficiency.)

At this point, you cannot send personalized e-mails. But, there is an autoresponder in the optional supplemental package that will do that and more. For now, we highly recommend that you get this software and use it as the work horse of communicating with your subscribers!

By the way, if you do not have the patience to code the variables, then sell some "dead assets," (that's talked about in "Open Your Daily Newspaper & MAKE MONEY!) and get together the $25 book for the Magic Book for Dadamail, or the $75 for the basic installation, or the $100 for the professional installation, and have Justin install it for you.

Once you have Dadamail set up, you can set up multiple lists to keep track of your promotions, and contact your people! Plus, you can set it to send out so many e-mails per minute, hour, or whatever. This is great, because, many hosts, even mine, set a limit on how many e-mails you can send per hour. When you first start out, that's not going to be a problem, but when you have nearly four thousand subscribers, like we do now, we had to notify our fantastic webhost that we needed to send at least 500 e-mails per hour because we have a legitimate "opt-in" e-mail list, which they immediately approved.

So, with Dadamail, we can set the batch to 8 e-mails per minute, and never exceed the amount of e-mails we're allowed!

Now, if you do go with the host we recommended, which is BlueHost, they have a Fantastico script (Fantastico scripts are scripts that help you automate your business and can be installed easily through pushing a few buttons) called PhpList, which is great for small mail lists. The drawback is that it is set up on the front end, where Dadamail is set up on the backend.

We know the last thing you want to read about in an e-book is back-ends (and we won't say why, you filthy minded person, you), but to put it bluntly, here's the difference.

With a front end mailing list, you have to leave a browser window open, so it will refresh and keep sending. If you have a screen saver, or forget, and shut down your browser, you have to pick up where you left off.

But, with DadaMail being on the backend, once you've set the test mail to yourself, and made sure that it is exactly as you want it, (those of you who know our webmaster's tendency to get ahead of himself can kindly keep your mouths closed, and not remind him of the number of eggs he's had on his face throughout his career as a webmaster), you just hit the submit mailing list, shut down your browser, and come back hours later, check your e-mail, and find that the whole list has been sent out.

Now, until you can afford a professional list, (and you may never want to go to one, after DadaMail), we recommend you learn how to set up DadaMail on your webhost, and let it do the work for you.

(To make our point, we're in the middle of sending out an e-mail to my list, as we write this to you.)

Let's go create an e-book!

Chapter 12: The First Thing You Know!

No, it's not that old Jed's a millionaire!

You know something!

And, you probably know it better than most anybody else around you.

So, what you need to do is organize it.

Remember, there's one of two businesses that you need to be in.

1) Something You Like To Do

2) Something You Are Good At

One or the other—or BOTH!

If you are doing something that you don't like to do, but you are good at it, that's okay!

FOR NOW!

That's because it will get you one step closer to something you like to do!

If it's something you like to do, but you are not making money at it, then figure out how you can "monetize" (that's a fancy word for "make money") from it.

If it's something you are good at, and you like it, then YOU HIT THE TARGET DEAD IN THE CENTER OF THE BULLSEYE!

So, now find something that you know a lot about, and/or like.

What can you tell people about that nobody else can?

Is there an angle on it nobody else has explored?

Is there a "how to" book you can write? Is there an easier way of doing things? How about a "cheaper" way to do it?

Just like we told you in "Open Your Daily Newspaper & MAKE MONEY! ", there's only one way to learn how to write.

And that's sit down at your computer, (hopefully you have one, or you are having a heck of a time trying to read this, since it's not available in paperbacks wherever fine paperbooks are sold. At Least—NOT YET, it isn't!)

If you are running a Microsoft Windows Program of some type as your operating system, you have either NotePad or WordPad. But, if you don't, go to one of the freebies sections and find a NotePad or WordPad type of program so that you can make notes on what you would like to write.

Once you have your notes, organize them.

Now, how comes the tricky part.

It's best if you have an actual Word Processing type program.

But, you say you don't have the $300 to $500 to get that fabulous famous program put out by the world's richest man?

No problem.

The best program for the money, (which you ought to know by now, we didn't start making money on the internet by blowing a whole heap of money to start), is called OpenOffice.

Now, there is a slight drawback, (unless you go to Ebay and find a version that is on CD. At the time of this writing, on May 20th, 2006, there was one copy available with the latest OpenOffice plus 40 other programs, including Audacity, which we mention later, for a total, including shipping of $11. 74), when it comes to downloading this program!

It's over 100 megabytes big! So, if you are on dial-up, it could take 10 to 12 hours to download the program!

But, once you get it up and running, we haven't found anything yet

that we absolutely can't do with it that weneed to.

So, either set aside some time, or go to Ebay and order it on CD.

Here's the link:

http://www.openoffice. org

With this program, you will be able to write an e-book, and you can do all sorts of fancy things with it.

We won't go into all it will do, but there's even ways to make title pages with backgrounds.

Once you get the program set up, take your notes and turn them into a book.

The next chapter shows you the most important tool that you can have in the e-book business!

Chapter 13: But, I Can't Afford To Make A PDF! !

Sure you can!

You just haven't learned the secret!

There are a lot of programs out there that claim to do what you need them to do to make a PDF.

But, a lot of the "free" versions, don't let you do the most important thing when it comes to an e-book!

They don't let you add hyperlinks (those little phrases that usually start with "www." and when you click on them they take you to a spot on the web.)

And, yes, the actual makers of the program are a little pricey. True, with the full version by the makers of the PDF program, you can add security and a few other things.

But, we really have to start teaching you a term that you are going to learn a lot about after July 4th, 2006.

(If you have no idea what I'm talking about, then you need to go and sign up at:

http://www.foundsecrets.com/freebooks. html

and get on our Guided Thinking e-zine.)

There's a term called "saisficing."

Not "sacrifice."

Not "satisfied."

SATISFICING.

Now, we know some of you hate when we use big words like that.

And, this is a term that you are not probably familiar with, because you have always been told that you have to "keep up with the Joneses."

Weird Al Yankovic wrote a few original songs. (Shock!) And, one of them is called "Good Enough For Now."

In that song, he explains to the girl that she's not perfect, but she's good enough for now.

Okay, all you guys can stop laughing now.

And, all you girls can quit glaring at your computer screen, (and your boyfriend, spouse, or lover.)

But, it is true.

You need to get the things that are "good enough" to do what you want them to do and accomplish what you need done.

Let us tell you a story about a "perfect" car.

This car had leather seats, told you the temperature, and you could even electronically set the mirror for up to five individual drivers (along with the seats going automatically where you needed them to be.)'

It even had an air-conditioned "glove box."

The car would blast up to over 100 miles per hour, and when it did, you felt the "get up and go."

It was made by one of the finer American car names, but this particular model had been made in Germany.

Oh yes, when you drove or rode in that car that had heated seats for passenger, you felt like royalty.

But, (and you knew there was a but coming, didn't you?) when something went wrong with it, it usually costs $400 to $500 to fix.

Seriously, two of our staff members turned the motor over four times to go somewhere, and each and every time, something went wrong.

Do the math.

To complicate matters, this "perfect" car needed a thermostat.

It went to three different shops.

The first shop, they forgot to order a gasket, but it would be in next week.

The second shop stated that the manual provided by the original manufacturer was incorrect.

The third shop said that they had to replace the hose, but they didn't have the hose in stock.

That same day as they went to the third shop, they finally traded in that "perfect" car for a pickup truck.

In the meantime, after it was obvious this "perfect" car was not going to get one of the staff members back and forth to work, (which was approximately 60 miles each way), they went to the auction and bought a "lesser" car with 60,000 miles on it.

(If you want to read the story about how they got this car, it's in "Open Your Daily Newspaper & MAKE MONEY!)

Yes, there's been a couple of things that have gone wrong with this car, but it was far less expensive to fix, and it got fixed a whole lot quicker. And, it didn't have a CD player, so they had to buy an adaptor kit so that one of the staff members could listen to motivational CDs.

But, the car has taken them over 70,000 miles with no major repairs, and only have had to replace the tires once.

You see, sometimes, when we quit looking for the "perfect," the "good-enough" outperforms what the "perfect" could not do.

So, you need to start "satisficing," or finding the "good enough" to get the job done.

When, you have your money built up, you can always buy the "better" product. But, let the business, not your pocketbook pay for that.

That being said, here's where you need to go to get the "good enough for now" PDF that does everything you need it to do to create an e-book:

http://www.pdf995.com

Make sure you get the following files downloaded to your hard drive:

PDF 995 Printer Driver

Free Converter

PDF Edit 995 Driver

Signature 995

The drawback to these pieces of software is that, until you update, there is a small ad that slows it down from being operational to give them time to advertise why you should pay $29. 95 for their entire suite.

We used it long enough to let the business pay that $29. 95, and we now have a fully-functional version that does not have the pop-ups. Plus, the other pieces of software are handy, too. (We use the Backup995 and SearchWithin995 constantly.)

If you want to learn how to fully use this software, then invest in the supplemental pack that includes EasyPDF, which will hand-walk you through it.

But, here's the quick and dirty method to get familiarized with it, (which we stole directly from one of the bonus reports of "Open Your Daily Newspaper & MAKE MONEY! Hey, if Jim Steinman, the guy who wrote Meat Loaf's most popular songs, can keep stealing from his own work to write more songs, why can't we steal from our own works to make a part of a new e-book? ?):

At the end of a chapter, in your OpenOffice program, it is a good idea to insert a "page break." When you translate it to PDF, it will look a lot cleaner.

If you are putting in a link, it is easier to list the whole link, just as we have done here in this book, instead of highlighting the text, and then

inserting a hyperlink. For example, your link should look like this:

http://www.cureforbeingsickandtiredofitall.com

not

Come Visit Us Here At Cure For Being Sick And Tired Of It All!

And, if you are creating links to your e-mail, they should have the full address, including the "mailto: " piece. So, it should look like this:

mailto: foundsecrets@foundsecrets.com

not

Our E-mail Address At Found Secrets

The reason for this you will see in just a bit.

Now, once you have it in one of those formats just listed, go ahead and hit your "Print" button, but use the PDF995 printer.

Within seconds, you will have a PDF995.

But, we recommend that you do three quick things with your PDF. Don't worry. They rarely take more than a few minutes, and if your book is not overly long, it could only take a few seconds.

First, click your "Page Number" tab and add page numbers to your PDF.

Second, open up your text document, NOT THE PDF that you just created. Now, following along in your text document, you can click the "Bookmark" tab, and add bookmarks to each chapter. Just click "Add Sibling" to add each new bookmark. You don't have to just add chapters. If you have a subscription page at the end of your e-book, you can also add that. When all the bookmarks are added, just click "Add Bookmarks to last PDF created."

Third, click "Links." Now, just hit "Auto-Convert URL's to links." This is the reason we wanted you to use full address on your URL's and "mailto: " on your e-mail links. If you don't you will have to go through like

we did, and type in the text that you wanted converted to a link as well as the address of the URL, and then click "Convert Text to Links."

Now, that may seem like a small thing and not bothersome at all. But, if you are like some writers, you just put "Click Here," as your link. Now, if you have put thirty different links all with "Click Here," your Link Converter on your PDF Edit 995 tool, will be going over and changing all the links to the last URL that you converted that text to.

Then your readers will get mad, determine you are an incompetent, and never have anything to ever do with you again, because you wasted their time. As a matter of fact, they will probably come to your door and fling "dog poop" on your doorstep because you made it too difficult for them to understand.

Okay, maybe the "dog poop" thing won't happen.

But, you get the point. It's just easier to put the link in there as a full URL address or put "mailto: " in front of your e-mail addresses, then it is to come up with unique text for each and every link in your e-book.

Ah, but now you have a wonderfully created PDF, but what to do, what to do?

You should know by now.

Go to the next chapter!

Chapter 14: Getting It Up To Get It Out!

All right, all you Beavis and that other guy types get your minds out of the flipping gutter!

That's not what it means, and YOU KNEW THAT!

What it is talking about is getting your fabulous new e-book up onto your server, so you can get it out to your people.

You have basically two options.

Number one, you just load it up in PDF format, so that people can wait for it to appear, and then they can save it, once the full PDF appears.

We prefer, however, that you zip up the PDF, and then load it to your site in "zip" format with a "zip" extension.

So, instead of loading it up to your site and having the url read, (Do Not Click On the Links Below, as they are just examples, and should not take you to any real site):

http://www.mysite.com/mywonderfulbook. pdf

the link should now read;

http://www.mysite.com/mywonderfulbook. zip

To zip the ebook up, if you have one of the newer Windows®️ programs, it probably has a zip program, so you can just go to where you stored your new PDF, right click and send it to the Windows®️ program.

Then, you can use your ftp program to upload either the PDF or the zipped program to your site.

If you don't have a free zip program, you can either look up "Bigspeed zipper" or "Just Zip It" in your search engine, and get either program. Both of them are actually free and they don't make you pay to register after so many uses or thirty days. (Nothing against the other highly promoted program, but we are trying to do this as efficiently, or as

"low cost" as we can.)

By the way, if you don't have Adobe reader, (and we honestly don't know how that is possible in this day and age, but it could be) then you can go to:

http://www.adobe.com

and get your free reader.

There are other e-book creators out there, but we are not going to go into them, although some have the advantage of securing your e-book from theft, or other advantages, after you have mastered this method, which is the most common method, then you can search those alternatives.

Now, if you are just going to use it to build your list, this is going to be pretty simple.

Because you just have to put it up on your website, create an html page with a link on it, and people can download it.

But, we think you need to go a little further than that.

We used to do that, and we only had 30 people sign up in a several month time-span.

So, remember, until you have a way to contact them, you cannot have a business relationship with your customers.

And, if you can't have a business relationship with your customers, YOU CAN'T MAKE MONEY!

(Which then, pretty much renders the title of this book useless and a lie, doesn't it?)

So, first, use that fantastic Dadamail we told you about earlier. (You can use other form creators and auto-responders, but we think Dadamail works the best, so that's what we are going to teach!)

Go create a list in Dadamail. You'll need your root password to do that. It walks you through the process, so it's not too tough.

Now, then, go to your control panel on the right side of the page, and click on "email messages."

Again, we won't go into whether or not you should set it up for double opt-ins, or single opt-ins. (We always believe, especially when you are creating a mailing list, it should be double opt-in.)

Now, at the "Subscription Successful E-mail Message," somewhere in there you should type the link of your download page.

This way, people cannot bypass signing up for your e-zine, and they get what you promised them.

There's another opportunity with Dadamail under Mailing List Options that allows you to type a re-direct page website address.

You can always create another page with a "back end," that's an offer that's made to the people with a special deal that they get for having subscribed to your e-zine, offer.

We won't tell you what to sell. Or, even what to write to sell it. That's up to you to master.

We're just giving you the tools here.

But, now that you know how to build your list, which is pretty important, it don't put no "jingle in your pocket," does it?

No problem!

Yep, you should know by now, go to the next chapter!

Chapter 15: Your Internet Cash Register

There's little point of being on the internet, if you can't MAKE MONEY from it.

Oh yeah, we hear all you people screaming, "But, I met my mate online! "

Great! We're happy for you.

But, since two of our staff members have been married since before the internet started, they're goal was never to use the internet to pick up somebody for the rest of their lives.

Their goal is to teach you how to use this wonderful tool called the internet, and use it to make you money, so you can buy more assets, so you can make more money!

(Yep, that's a direct reference to Chapter 6 from Open Your Daily Newspaper & MAKE MONEY!)

Now, you can get real elaborate, and build yourself one of them fancy-schmansy "e-commerce" equipped web stores with all the nice things and all.

But, we just don't do that.

Call us lazy, or busy, or more into product than display.

But, we're here to make money as quickly as possible.

Now, there's one best way to do that!

Yes, there's been a lot of hype about how they have shut people's accounts down, and how people had best run from it now while they can.

But, it's still the most popular program around.

If you ain't figured it out by now, it's called PayPal®.

To set up a merchant account, you don't have to pay any money up front.

You just need to have a bank account. (And maybe a credit card.)

And, you should already have a separate bank account for your business, anyhow.

Because, even if you don't think you will get big enough to ever worry about that, at some point, you are going to need to be able to account for every penny, you have made.

So, first, go to your bank and set up a checking account. (Shoot, you might even get a free umbrella!)

Then, go to PayPal® and set up both your personal account, if you don't already have one. (But, you should. You bought this book, didn't you?)

And, then set up your Merchant account.

Now, there's a slight drawback to PayPal®, but if you have looked around, you have found a solution to it. If not, then just get the supplemental pack at the end of this e-book, and you'll have the solution!

The drawback is this:

When you set up your order page, the link that you copy into your web-page shows the download page, if somebody just clicks on "View" "Source" in their toolbar.

That means that people can steal from you.

There are a lot of solutions, but the best one is at the end of the book in the supplemental section.

But, just to be fair, here's a little hint that we used to do until we figured out how to stop the thefts.

Run "Encrypt" through your search engine. When you find a free site or tool, you can encrypt your order page, or at least the part that shows your download page.

Yes, you end up setting up a separate link for each and every product, and you don't have that nice "store-front."

So what?

There aren't many things that will give you a bigger rush than when somebody buys your first product. Even, if it's not your product, and it's just something you got the Master Resell Rights, and put up on the web.

Speaking of which---

Chapter 16: But, I Can't Write!

So what?

So, you can't write.

There are those of us that know how to write. And, then there are those that don't.

But, you don't have to necessarily write to make money on the internet.

There are wonderful little things called e-books that have Master Resell Rights.

Some just have Giveaway Rights.

Some have Private Label Rights.

(In our opinion, unless you know what you are doing, stay away from the last group. You not only have to make them unique, but then you have to learn how to turn them into a PDF. And, if you don't want to do that, then there are still other ways to make money.)

Often times, you will find free giveaways where a group of Joint Venture Marketers get together and give away free e-books, software, and other products.

Sometimes, they give away Master Resell Rights to them.

That means, you can sell them for any price that you want and keep all the money.

But, then again, everybody gets the same thing.

So, then, the secret, our friends, is in the packaging and/or the pricing of your product.

You can either group a bunch of products together of the same type, say, Adsense, and then sell them.

And, you could promote this group as "Adsense To The Max," or "Everything You Wanted To Know About Adsense," but were afraid to ask.

By the way, if you group things together, and then add your own original content, you can create a nice niche website.

But, we prefer a different way of bundling products. Instead of grouping everything together, why not select a different group of products that can be joined together for a single purpose.

The package that will be available to accompany this e-book is going to be just that. It will have a word processing program, a "cash register" program, a PDF creation program, and more. All with the idea of giving you the tools to create a website and make money.

Now, instead of you having to wait for the next giveaway in the hopes that you will land the right product that will make your plan work, by investing in one pack, you will have everything there at once.

Could you have gotten them for free?

Probably. (Although we did pay for a few of them, the bulk of them we found for free.)

But, do you have that kind of time?

By the way,we mentioned in "Open Your Daily Newspaper & MAKE MONEY! " that the reason you might pay for an airline ride, instead of taking the train or the bus, is to save time.

And, that's why people pay money to buy products that help them build their internet business.

It saves them time.

Will some of you wait and look for all the tools that we provide for a small fee?

Yes. And, you may succeed.

But, those of you who take advantage of the offer at the end of the book will profit quicker, because you will have the tools that it took us

three and a half years to find.

Back to Resell Rights.

So, when you find e-books, software, or whatever, for free, then take it.

We recommend saving them in your hard drive in a folder the following way.

Set up a main folder that says:

Products For Sale.

Then inside that folder, set up five folders:

Giveaway

Sale or Giveaway

Research

Sale Only

Need Permission

Now, when those big giveaways happen, you can automatically determine what rights they have and then put them into the appropriate folder. You can also add folders underneath those folders to further help you determine what you have available.

If possible, put each product in its own folders along with any sales packages included.

People seem to buy better off the ones that have the pre-packaged sales format, then just off your "here's my product, please buy it, so my family doesn't starve this week."

Which reminds me. Even though you now have all these tools, let's talk a little bit about the philosophy of marketing.

Chapter 17: Don't Let Us Ever Catch You Being Stupid!

Yes, there are stupid marketers out there.

No, we are not trying to rag on them.

We just don't think it ought to be done. That's all.

If you want to buy their product because of this marketing technique, that's your business.

We just won't. No matter how good the deal is.

What are we talking about.

We call it the "begging" method.

We have even seen some of the best use this method. And, that's fine. If they want to use it, and they can live with themselves, then to each his own. (As Billy Joel says, either way it's okay, you wake up with yourself.)

You have seen them.

"I can't believe it. The bank came to foreclose on our house. And, if we don't have the payment to him by the end of the month, they're going to take our house away. But, you can help me. And, I'm going to give you the deal of a lifetime to do it."

Did you ever hear Sam say, "I've got kids to put through college, so at your local Walmart® this week, we're going to give you a heck of a deal, so I can make some money and put them through Harvard."?

Nope.

And, you don't hear Bill Gates touting his colossal mortgage on his $25 million dollar house as a reason for you to buy his Microsoft® products, either.

They didn't need to.

And, if they did, you wouldn't care.

Now, we're not trying to sound cold-hearted.

And, we are not even blaming them for doing that.

It's just that, in our opinion, if you have to beg to have people buy your product, you are demeaning not only yourself, but your product.

And, this is especially true if you are touting yourself as an internet marketer. It puts a huge chink in your reputation when you do that.

So, when you market a product, there's just a couple of keys that will get you on the right path. (Notice we didn't say the only keys. We are still learning about marketing everyday.)

Number one: Under-promise, over-deliver.

If you tell people that you will get their product to them in 72 hours, and you deliver it in three, how impressed are they?

If you tell people that you will give them your product, but then you include five free bonuses, how impressed are they?

At Found Secrets, all of our ratings on all of our trades, (such as Ebay for example) are 100%. When we buy a product, we pay immediately. When we sell a product, we deliver immediately.

Number two: The Platinum Rule.

Yeah, we know. You're saying, "What's that! "

Well, it used to be years ago, people shot down the idea of the Golden Rule of "Do unto others as you would have them do unto you," by saying, "Well, what if you're stupid and like to have people beat you up? Then should you go and beat other people up? "

But, the Platinum Rule strikes into the spirit of the Golden Rule.

It says this: Treat others the way they want to be treated.

When you stop thinking about what you want, or trying to impose

what others should want on them, and start asking them what they want, and then giving them what they are asking for, then people will come to you.

And, when you deliver, by using rule number one, then you will start rising in the ranks of internet marketing.

Yes, there are tons of other keys to marketing.

But, we'll just give you one more.

When you are selling the same thing as everybody else, you have to have a Unique Selling Proposition. That means you have to give them a reason to buy from you, instead of someone else.

Two ways to do this.

1) Price it lower than anybody else.

(Which, of course leads to a price war, and everybody loses.)

2)Take that same thing and add a bonus to it. Be it a longer guarantee, an extra product, an hour of your service, or whatever.

By doing that, you will have created your own Unique Selling Proposition and given people a reason to buy from you.

Chapter 18: Can We Talk?

It seems like the future of the internet is leaning more and more towards audio and video.

Video can be a little expensive, but you can always go to Target and find a cheap digital camcorder for around $100, if you decide to go that way. (Yes, the package that we will have available at the end of the e-book will give you software for that.)

But, let's focus on an easier one.

First, you need to go and download four pieces of software, one of which you should have downloaded earlier, when you were adding an HTML editor to your collection.

Yes, there is a reason we don't always immediately give you the link. When you want something, you may have to search for it. So, we are getting you used to searching for things through your search engine.

The first one we want you to search for is called "Winamp."

The second one is called "Audacity."

The third one is called "Lame enc dll."

The last one is "Free HTML editor."

Download them all and put them on your hard drive. Set up your Winamp, (which you no doubt have now discovered is from NullSoft. Teach you not to read all the way to the end of the instructions first.)

Now, set up your Audacity.

Now, play with your Audacity until you find out how to load that Lame enc dll into it.

Once you have done that, you will be able to produce higher quality MP3s.

Now, believe it or not, with those three pieces of software, plus your text program called Notepad, you can now create audio on your website.

And, it won't cost you a dime. (Yes, if you want the ones with the fancy buttons, we will include that with the program that you can purchase at the end of the book.)

Here's what you are going to need:

1) A recorded program that you want to add to your website (which now that you have Audacity, all you have to do is hit "record," speak into your microphone, and then export it as an MP3, and then save it on your hard drive.

2) A website

3) NotePad or a text editor of some type

4) Some type of web page creator or HTML editor. (We will cover free HTML editors in

5) An FTP program or a Download Manager, which you should already have, if you have a website.

Now, let's assume that your program that you just recorded is called:

wafflersfornuttin. mp3

So, for example, (and don't click on these links, because they don't exist and you'll just get some stupid 404 page telling you that) that we did all these on our Found Secrets site.

We would then load the mp3 up to our website. (Do not zip it! Leave it in mp3 format.)

Now, that link would read;

http://www.foundsecrets.com/wafflersfornuttin. mp3

Now, open up your NotePad or Text Editor and cut and paste the name of the address of your mp3 onto a new text document.

But, you are not going to save it as text.

Instead, you will save it as something else entirely.

(You probably shouldn't even use the same name as your mp3 file, so that people don't directly download it to their site by guessing the actual address of the mp3. This will save you on bandwidth, which can get expensive if you go over your quota.)

Now,let's assume you are going to name this document wafflers. m3u. (Yes, m3u! Not mp3.)

To do that, when you go to save your document, you change the extension from ". txt" to "All Files," and manually type in:

wafflers. m3u

Now, send this up to your website. So, if we were doing this on Found Secrets, it would be located at:

http://www.foundsecrets.com/wafflers. m3u

Now, we all we have left to do is create the web page. It's assumed that you know how to create a web link. So, all you need to do is create a web-link to:

http://www.foundsecrets.com/wafflers. m3u

on a web page.

Now, save the web page. Let's assume that you save it as:

waffler. htm

or

waffler. html

and then load it up to your website.

So, if it was on Found Secrets, it would be:

http://www.foundsecrets.com/waffler. html

Now, just send people to that last address!

When they click on the m3u link, the m3u link locates the mp3 file and plays it on the audio software that they have on their computer.

Now, this method works best with WinAmp, which is why we recommended that you download it. To be honest, we don't know if it works with Windows Media Player, and we know it doesn't work with RealPlayer, but we prefer to make this simple.

Congratulations!

You have now joined the Big Time!

You have streaming audio on your website!

And, you now know the easy free way that most people don't know.

We are not going to cover video in this edition, but there will be tools available for purchase with the pack listed at the end of the e-book.

Now, that was easy, wasn't it!

Let's get to the easiest way to build your e-mail list!

Chapter 19: The Easiest Way To Build A List!

So, you've either written an e-book, or gotten a hold of Master Resell Rights of some product that is not too heavily touted.

(Believe us, it's a whole lot easier to do this, if you've created your own product. Then, nobody has it.)

You've seen those massive giveaways that run all year long now (although the biggie is still Mark Hendricks 12 Days Of Christmas.)

When they come around, present your offer to the marketer.

In return, he or she might ask you to set up an offer and split the profits on any sale.

Now, remember, you are asking them for a favor, which could do like it did with our mailing list where we went from 300 to 3000 in less than a month.

So, if you have a special edition of your product, then set up an offer and split the profits with the marketer. It's only fair.

For instance, if you have written an e-book, maybe you have an offer to give it away. But, you are offering Master Resell Rights, or Private Label Rights. (Believe us, we had to strain to type out those last three words.) You can always sell those for a fair price, and then split the sales with the presenter of the giveaway, if he or she asks.

If they don't, sometimes, they will let you do a one time offer to sell your product, but you must make sure you honor all giveaways.

And, also as a courtesy, put your e-mail address on your offer page and download page. If there is a problem with your site, it should not be the presenters' problem to fix the coding or whatever went wrong. That's your ball of wax, and you need to stand behind fixing it as quickly as possible.

Now, if you have DadaMail, you can run a form maker, and set up a special page to collect all the e-mails, and then upon the final

subscription, you can send them an e-mail and/or set up a re-direct in the control panel that will send them to your download link.

One word of marketing wisdom here.

We recently read an e-book that said the best way to marketer was to be difficult. Make orders in short supply. Yank them for no reason at all. Make people look in diffficult places to find them. Raise the price.

Now, we don't tell you that so that you cheat people.

But, the main principle behind the whole thing is that when people do finally find your product--

It Has To Be Worth The Wait Or Difficulty Of Having Gotten It!

In other words--

Whatever you are offering has to be--

GREAT! ! ! STUPENDOUS! ! ! FANTASTIC! ! !

So, remember earlier when we told you the Platinum Rule?

Use it!

Make the product useful to the person who is going to be using it. Make it deliver.

If you have to partner up with somebody to make that happen and split the profits, then remember this:

Half of less---

is far better than--

All of Nothing!

So, if you can do it solo, Great!

But, if you have to partner up to make something happen, then do it!

Chapter 20: It Ain't Easy Doing It All For Free!

Let's face it, as your business grows, so do your needs.

And, there probably is a way to do everything in a web business for free.

But, we haven't found it yet.

We have found the cheapest and most efficient way to build it, in our opinion.

But, there are just a few things that you probably want to buy.

Let's say you are cleaning out dear departed Grandpa's attic, and you find, lo and behold! , a book from 1915!

Now, if you remember right, this book is in the public domain!

And, you can use it for whatever you want to.

But, you have to get it onto your computer so you can work with it.

So, you need scanning software.

Now, we have tried the free scanning software, and found that its recognition patterns made it almost easier to just hand-type the book.

So, what we did is found a copy of ABBYY FineReader 6. 0, (the current edition is at 8. 0) on Ebay and bought that for $35.

Today, we just checked on Ebay for OCR (which stands for Optical Character Recognition, which when you translate it out means "takes the print off the picture and puts it into text that you can work with on your word processor," but that sentence wouldn't fit on the box, so they used OCR instead) and found a copy of READIRIS 9. 0 for around $20. 00. Although we cannot attest to the ability of that OCR software, the point is this, if you get the older version of an OCR software, you can get it for cheaper than the newest version.

Remember the term "satisficing."Yes, it may not have all the bells and whistles of their newest version, but if it gets the job done, and makes your life a little easier, (and believe us, it only takes about typing out two pages of a book for you to get tired of it real quick, fast, and in a hurry), then it is worth it.

When you are starting out your computer based internet business, the key is getting the job done efficiently at the lowest possible cost. That way, you can reinvest your savings, as well as your profits, back into the business.

This is what we called in "Open Your Daily Newspaper & MAKE MONEY! " as the Wealth Formula, where you take an asset—in this case your computer and its internet connection—and turn it into cash, so that you can buy another asset—in this case, a piece of OCR software—so that you can scan your public domain book into your word processing program. You continue the cycle of buying assets and turning them into cash to buy better assets to make more cash until you have built a residual monthly income that takes care of your bills and expenses, so you can retire.

By the way, never retire entirely from work. You can retire from your daily grind of a job, but then do a job that you enjoy that helps other people, whether you profit from it or not. Those people that retire into the golden years and sit on their rockers, end up dying quickly, because they have no purpose left in life, so their body just says, "Forget it, got nothing to hang around here for, so might as well bag it," and their health goes away, and they die.

But, we have seen on late night television talk shows, people that continue to work past their one hundredth birthday, doing something they enjoy doing, even if others consider it a menial task. No special point here, except two things. One: they were working. Two: they were over 100 years old. Get the point.

We certainly hope so.

Now, another piece for your computer that you might want to purchase, is a microphone. That way you can use the audio method described earlier.

'Nuff said on that one.

Another piece of software you are going to need is an accounting program of some type. At some time or another, you are going to need to present records to the IRS, because when you start making big money, (and if you are reading this big and don't plan on making big enough money to get audited, then quit reading and go back to a bare existence of your life, where you can whine about how you never have enough money to do anything) you will get audited, and you had better have the records to prove your expenses and income, or the IRS might decide it for you—and you can bet they probably won't decide in your favor.

Now, we know there are pieces of software that you can use for free that will keep your records. And, if you want to locate those, get on your search engine and type: Free Accounting Software.

You will run across a few that will do the job—if you already know how to keep books, or do accounting.

But, our webmaster is no accountant. He quit accounting school three weeks into, because he didn't have the patience for it.

So, we still had to find a way to keep records. (And a software easy enough for our webmaster to keep records for us, at least until we can afford a full time book-keeper.)And the software that we found was simple enough for a even an ''accounting-impaired'' webmaster to use.

Now, the piece of software that we are going to recommend is free. But, the free version will only keep one bank account record.

And that's fine if you do all your business at a bank.

But, we don't.

And, you probably won't either.

You see, the one main credit card processor, in our opinion, is PayPal.

And, if all you are going to do is buy and sell merchandise on the internet, then that is all you are going to need.

But, if you want the actual cash at your disposal, you have to send it to a bank, which means that you have two accounts now.

So, you will probably want to get the full version, which at the time of this writing (May 21, 2006) is at $30 for a single user license.

It comes with free lifetime updates, so when you sign up, there is a Yahoo! group that you can subscribe to, where they will notify you of any updates.

(And, we won't even make you search for it!) Here's the address:

http://www.mechcad. net/products/acemoney/

Just download the lite version of it first. Get familiar with it. Then, when you have convinced yourself, as we did that this is the easiest and most efficient way to keep track of your records, then buy the full version. They will send you an un-lock code that will make your lite version fully operational.

Now, so far, in extra software and hardware, we have spent as follows:

Scanning Program: $35. 00

Microphone: $20. 00

Accounting Program: $30. 00

And, we add that to our original investments:

Domain Name: $8. 25

Web-Host: $95. 40

And, outside of our internet connection and computer, we have spent, just to start the business: $188. 65.

Compare that to a conventional brick and mortar business where you would be lucky just to pay that in rent for the first month.

The computer-internet business wins.

Now, you can spend less than what we spent. We bought our first

web-host for around $40. You can get domain names for $3. 95 on a good day. You might find a computer microphone at a garage sale for a couple of bucks. And, maybe you'll find a cheaper scanning program, and be able to operate one of those free accounting programs.

Or, maybe you will spend a little more.

But, you get the point, don't you?

You can build a business cheaply, without spending a lot of money, just for the basics.

And, you can keep re-investing into your business until it provides you a regular residual income, so that you can completely control YOUR time, as you choose.

And, since we are talking about CONTROL, let's do a quick chapter on that.

Chapter 21: Who's In Charge Here!

Okay, you have your own internet business.

And, the key to success in many things is who controls the resources. Not necessarily owns the resources, but controls them.

As our friend, NoMo Lie, from Stop The American Lie teaches, the smartest drug dealers are the ones who sell the product, but don't use it. They then go on to legitimate businesses and become quite successful.

To pick up that report, go to:

http://www.stoptheamericanlie.com

And, that's because they have controlled what they are doing. They didn't let the drugs control them.

Well, the same thing is true in your business. If you control a resource, then you can charge a fair price for the service or product, and you can choose whether to split the profits or not. (It's also true in how you operate your life: the more control you have over your own life, the more successful you will be.)

Now, sometimes it is advantageous to split the profits. In an affiliate situation, you could split the profits with those who direct traffic to your product or service.

But, you have to have control to do that.

So, it's not owning the resource that is the main thing. It's controlling the resource.

Unless you own your own web-hosting company, you don't own the hosting company that your website resides on. But, for the most part, you can control what is put on your website that resides on the web-host's servers.

In commodities, when you buy an option for a commodity, (let's say

silver) then you have the right to sell that option for a profit. (We won't get into the intricacies of commodities here, but suffice it to say, commodities is the one investment business where you can make money, regardless of which direction the market is moving, as long as you have purchased in an advantageous position in relation to which way the price is moving).

Now, you don't own the commodity. As a matter of fact, if you actually owned the commodity, you would have to pay for the delivery and find a place to warehouse your owned commodity.

But, you do control that portion of the commodity that you own the option on.

So, remember, you don't have to own something to control it.

You can have someone else do all the delivery of the product, keep the records, and then pay you your fair share. This is the opposite of controlling and owning an affiliate program, because this is where you are the affiliate for somebody else's program.

But, you control the website that you own, and you can control which affiliate programs or joint venture programs you choose to advertise.

Which is why, in the beginning of this book, we said you need your own webhost and domain name. You need to control those.

If you don't, and you use one of the free services, then they control ads on your website that might outshine your promotions.

(By the way, if you are an affiliate of someone else's program, instead of using the long affiliate name for your referral link, run it through:

http://www.tinyurl.com

It looks more professional, and people can't steal your sales.)

Copyrights give you a form of control. They allow you to own the material and charge fees to someone else, (or let you stipulate how the material will be delivered, as in the case of Resell Rights). All the important works that we own are not only copyrighted, (which is automatic the moment that you set words down on paper), but they are also

registered with the National Copyright Register.

There is a give and take in control. The more you control and/or own a product, the more rights you have to it, and therefore the more potential profit.

But, if you give up some of the control, as in an affiliate program, where you allow other people to promote your product, in return for a share of the profits, the more money you can make.

So, remember, control is a balancing act.

But, at a minimum, you must CONTROL your domain name, and have your own website that is CONTROLLED by you primarily. (The Webhost themselves may have certain stipulations, but if you are doing things legally and ethically, as you should, this should not be a problem.)

Now, let's get to a few ideas outside of what we have talked about so far.

Chapter 22: I Don't Want To Do Info-Products!

Then, you don't have to.

There are many businesses you can use the internet for.

Remember, though, there are really only two categories when it comes to making money.

Goods.

Services.

You are either providing a product, or you are providing a service.

If you are good with graphics, then be a graphic artist. You can use the internet to build your business as you sell your artwork.

If you have access to wholesale products, you can sell them on Ebay and other types of auctions.

If you are an expert in a specific area of knowledge, let's say dogs, then you can build a site that provides information and products for dogs and dog owners. (Don't forget to put the Google Adsense on your site.)

If you are good at keeping records, you can keep records for people for a fee.

If you are good at editing, then you can offer your services as an editor.

If you are good at matchmaking, then you can set up a dating service.

If you are good at building an offline business, you can promote your services online and charge a fee.

There is no end to what you can do.

But, all of them have these basics in common.

1)A website

2)A Domain Name

3)A Credit Card Processing Service (Like PayPal)

And, you have to find a way to let people know what you do. You have to network with others.

You can do this through Forums that are in your service.

Don't abuse these forums. When someone asks a question, provide the answer, and let your signature(the little tagline at the bottom of your messages) do your advertising as to who you are. If your advice is sound, and they see your website address or e-mail address, they will contact you.

(Don't forget to put signatures promoting your website, service, or products, on all your e-mail accounts.)

Joint Venture with non-competing businesses that work well with yours. You can always do a Google search and contact these people with an offer to promote their business, if they will promote yours. Or, you can get together and build a website together that promotes both services and makes both of you money.

Just remember what we told you in the beginning.

Do something you like.

or

Do something you are good at, until you have built enough money to be able to do what you like.

Then, find a way to translate it into a service or product.

Put your own unique touch to it, and provide great customer service and you will succeed.

Then turn that cash into an asset and back into cash and into a better asset--

And, haven't we heard this before?

Yes!

And, we will keep saying it, until you do it!

Oh, and don't forget to find multiple ways of making money from your website. Multiple streams of income is another key to success, instead of dumping all your eggs in one basket and hoping nothing happens to that one basket.

So, you can make money from products you sell, money you make for referring people to other's products, plus residual income from the Google Adsense that resides on your site.

The more streams of income, the better your chance of remaining successful!

Let's move on!

Chapter 23: Putting It All Together

Let's sum it all up.

Number One: Just because you are sitting on your butt, doesn't mean it is easy. Get rid of lottery thinking!

Number Two: Figure Out What You Are Best At Or What You Want To Do

Number Three: You only have two things to help you in your business. Time and Money.

If it costs you more to do it yourself, then hire somebody. If you have lots of time, then do it yourself.

Number Four: Create the "Win-Win"

Cheating people may make you rich in the short run, but people catch on fast. Make sure you are offering a fair value for the cash you are asking.

Number Five: Be legit!

That means get a website and your own domain name. Not saying it can't be done for free, but believe us, it's a lot easier when you own the name and have your own website.

Number Six: Get the tools and make your website. That includes an HTML editor and an FTP tool. And don't forget a credit card processing method like PayPal.

Number Seven: Put Google Adsense on your site, but make sure you follow their rules, so you don't get banned.

Number Eight: Get a word processor and a PDF creator and make an e-book. (But, make sure it's good.)Also, get a good e-mail program like DadaMail.

Number Nine: It doesn't have to be perfect, just as good as you can get it. That means not only your website, but also when you are gathering software. It doesn't necessarily have to have all the bells and whistles. Let the site make money first, and then you can use that money to better your site.

Number Ten: Advertise for free when you can. Do e-zine swaps.

Number Eleven: If you can't write, then get rights to a product that you can promote.

Number Twelve: Partner if you have to. Half of something is better than all of nothing.

Number Thirteen: Be Honest In All Your Dealings. Don't Beg for Sales. Be proud of what you are offering.

Number Fourteen: Focus on your customer. Not what you want or think he or she should want. Do you think they will really see better if you hand them your glasses to wear?

Number Fifteen: Start to keep up with the future. That means if you have to add audio to your site, then add it.

Number Sixteen: The easiest way to build your list is by offering a giveaway to one of the giveaway promotions. Make sure you stay on top of it, and handle any problems instead of dumping them on the promoter of the giveaway.

Now, you are ready to go out and make money off your website!

(You really thought it was over? You should have known better.)

Bonus Time! The Easiest Way To Keep Them Coming Back!

There is only one real major drawback to DadaMail.

It doesn't do what's known as Sequential Auto-responding.

By Sequential Auto-responding, what wemean is somebody sends a request to join, and then it sends out automatic e-mails on a regular basis that you have determined in advance.

Now, let's say that somebody has signed up for your offer.

On your thank you page, which is when you give them the product to download, be it in e-mail form or when they are re-directed to your download page, you could have them sign up for a free e-course.

You can make this e-course on anything that you want. You can even use Public Domain works like we did with The Science Of Being Great. (You can check it out here:

http://www.foundsecrets.com/sciencebeinggreat. html

or as a daily inspiration tool to your readers as we did here:

http://www.foundsecrets.com/gtquotes. html

where we deliver daily quotes and explain them to keep people motivated.)

But, even if you don't want to do that, you could just use it as a follow-up.

Let's say you gave them an e-book, and they signed up at your sequential auto-responder, then what you could do is write a series of say ten follow-up messages.

(People usually do not respond to your offer until they have seen it between seven and ten times.)

How to write those messages is not really in the scope of this e-book. But, suffice it to say, you can use a sequential auto-responder as a

follow up tool that works.

Now, most people will charge you to use an auto-responder on a monthly basis. And, if you are going to use one of those, we recommend that you use "SendFree," (you ought to know by now to go look it up on your search engine.

But, if you can't justify a monthly expense, we have included a copy of one that works well for us in the package at the back of the e-book.

Believe it or not, people do business with whom they are most familiar.

Back in the early 90s, Eddie Murphy did a movie called "A Distinguished Gentlemen," where he played a character who had the same name as a famous person in the area. When he ran for congress, he used the phrase, "Vote For The Name You Know," even though he wasn't that person.

Yep, you guessed it. He became the Congressman based on his name.

And, the more people become familiar with your name, provided you use the Platinum Rule, and are honest in your dealings with them, the more successful you will be.

So, use your sequential auto-responder wisely, and it can pay you back many times over.

Bonus Time #2: Material You Can Use Without Paying Royalties!

Yes, Virginia, there is a Santa Claus in the internet world.

He's called the law of Public Domain.

We aren't going to get into the complex rules past 1923.

But, anything written prior to 1923 is in the Public Domain.

And, you can use it anyway you want to.

We FestuSized Wallace Wattles' "The Science Of Getting Rich," making it sound like Festus Haggin, the deputy from Gunsmoke was explaining it to someone. (Both Wallace Wattles and Festus Haggin would have lived around the same time period, if Festus Haggin was a real person.)

We took "The Science Of Being Great" and put it into an e-course.

We personalized and Genderized Theron Dumont's "Successful Salesmanship."

Anything written before 1923 can even be claimed as your own work, if you chose to go that way.

(As a matter of fact, Walt Disney has made a fortune off bringing works in the Public Domain to the silver screen. And Nicholas Meyers made a fortune off his book, "The Seven Per Cent Solution," which was based on Sherlock Holmes.)

But, there are other things that are in the Public Domain.

Anything written by the U. S. Government is in the Public Domain.

Matthew Lesko has made a fortune as the "Question Mark" man using government information in his famous "Free Money From The Government" Program.

But, there are a couple of other ways to use information without paying for it.

Anything that is in the public eye and you "parody" it does not have to have royalties paid.

Now, parody does not mean mere making fun of something. It has to have an almost satirical point to it.

Take a look at "Cracked" or "MAD" magazine and see how they parody famous films.

They don't pay a dime in copyrights.

Now, this is almost borderline, so be careful with this following method.

The quote goes like this: "Steal from one source, it's called plagarism; steal from many sources, it's called research."

If something has been shown more than five times in print, it is said to be in the "common knowledge."

Now, if you can take that common knowledge, add your facts to it, and credit the sources that you used in your research, you can then create and copyright your own work.

The trick here is to use only a "fair use" of the work that you quote or use.

So, don't rely heavily on one source when you are presenting your new work.

In addition, remember this, ideas are not copyrightable. But, the way they are presented are.

So, when you present something, add your own ideas to it. Present it in your words.

You have far more latitude in creating work than you probably previously thought. Now, although we are not lawyers, and we always suggest you follow your lawyer's advice before taking any particular

action, this chapter should give you a good guideline to consult with him or her to determine if what you are writing, when it is based off another person's work, can help you avoid having to pay royalties, and hopefully stay out of the courtroom.

It's either that or buy some Private Label Rights. (UGGHHH, there's those three word again.)

Bonus Time # 3: What's He Saying?

We saw a recent show on Comedy Central that was done by the fantastic, in our opinion, Jeff Dunham.

Jeff is probably the world's premiere ventriloquist.

But, he, and his unusual puppet, Peanut, made a very brilliant point!

Peanut, (through Jeff Dunham's voice, let's try not to get confused here), was relaying how at a previous show, they were performing in front of a man who had his back turned to the performers and was making wild gestures.

It turned out that this man was an interpreter for the deaf people that had been brought to the show.

Yes, we know how silly it is, and Peanut even informed us, "What next? Let's bring a bunch of blind people to see (the magician) David Copperfield perform."

So, Jeff, using Peanut, decided to mess with the interpreter. Peanut began saying "nonsense" words strung together.

And, then, after a few minutes, Jeff moved Peanut's mouth, but didn't speak.

Which, of course, left the interpreter with nothing to translate.

And, the deaf people began screaming at the interpreter: "What are we missing? What's he saying? What Is He Saying? "

Laat me mijn punt illustreren. Kunt u dit begrijpen?

or, how about

Με επιτρέψτε να επεξηγήσω το σημείο μου. Μπορείτε να καταλάβετε αυτό;

Okay, then, how about this:

Lassen Sie mich meinen Punkt veranschaulichen. Können Sie dieses verstehen?

Still don't understand. Then, let's try this:

Deixe-me ilustrar meu ponto. Pode você compreender este?

Guess what?

We just did a "Peanut" on you.

Unless you understood, in order: Dutch, Greek, German, or Portuguese, you couldn't understand that we were saying:

"Let me illustrate my point.

Can you understand this? "

68% of the world, if your site is solely in English won't know what you are saying!

So, while you are writing in English, although a lot of people understand it, not everybody fully comprehends it.

So, if you want to solve this, and do it for free, (although all languages aren't covered by this method, they have recently added Korean and Chinese), here's a quick easy way to solve that.

Put the following at the center top of your web-page:

For translation in your language, please copy this web address andgo to:

http://babel. altavista.com/

Remember how we talked about the Platinum Rule. By making it easier for people to understand, in their own language, you are "treating them how they want to be treated."

Now, if you want to have some fun with your translations, and add a spark to your site, then put this phrase underneath your translation

statement:

For translation in different dialects, such as "Redneck," "Elmer Fudd," or "The Swedish Chef," copy this web address and go to:

http://www.rinkworks.com/dialect

To say the least, it's different.

And, our knowledge of both of these sites came about due to one person pointing out their problem.

We used to do our website and our e-zine in a style known as "FestuSization."This means it was written as if it was written by Festus Haggin, the deputy from Gunsmoke.

We had a lady from Denmark point out that it was tough for her to understand the "slang" that it was written in, because she could not run it through translation software and get an accurate translation.

That's when it dawned on us that this was probably true for those in other countries who spoke different languages.

Well, we immediately put up the "BabelFish" translater, and removed all the slang from the other websites.

But, then we stumbled across "The Dialectizer," which although it wasn't a perfect version of "FestuSization," the Redneck Dialect was close enough for those that wanted a taste of FestuSization.

So, now, you have two new ways, one serious, one for fun that you can have people read your website.

And, that ought to help your traffic flow!

Ahhh, what the heck, let's give you one more bonus chapter!

Bonus Time #4: Other Advertising And Money Making Ways!

One of the best known free ways to build credibility and drive "back links" (links that come into your site from other sites, which helps your Google rating) is to write articles and then submit them to article sites where people can then use your article on their site, while giving your web link credit for being the author.

Notice we didn't say for you being the author.

Before we started this business, nobody knew who Brother Paul and Miz Kathy were. (Some would say a lot of people still don't care, but we just let it roll off our back.)

The way we got noticed was through our unique websites: Brother Paul's Cure For Being Sick and Tired Of It All, and the far more successful Miz Kathy's Found Secrets.

But, people have to find your web link first, before they get to know you.

Remember, money is sometimes more important than recognition, so get it in perspective. Let people know the website first, and then they can get to know and trust you.

Anyhow, we could provide you with a list of free article sites to submit to.

But, by now, you should know that you can look those up.

The supplemental package includes a copy of a piece of software that semi-automates it for you.

Believe it or not, in this case, you don't want full automation.

Fully automated submission of your article doesn't leave the proper "footprint" (track) to be recognized by Google, which helps improve your page rank.

So, don't go for those fully automated article submitters. It can hurt

you, from what we understand.

Here's a few more ideas for your web business.

With your new Ace Money software, you could offer your services to keep track of other people's books as an online book-keeper.

With your PDF creator, you can offer to make other people's e-books into PDF format, and then zip them back to them.

Here's another neat method.

Create an article that you are an expert on.

Turn it into a PDF.

Give it away.

The trick here is to give them giveaway or resell rights, but make sure it has your advertisement in it.

Believe it or not, most people that are even handed free "branding" rights, (where they can plug in the advertisements to their website and/or product, don't use them that way.)They just collect it, stick it on their website as a gift to build credibility.

And, all the while, the previously branded version is being passed around with another person's advertisement.

This is called "viral" marketing.

We've had people that bought our reports with giveaway and resell rights, but only one person paid to have it customized.

That means our report is making the way around the internet without our having to do a thing.

And, people are seeing our advertisements and or weblinks to our site, courtesy of someone else.

There are people who put up blogs, (and of course, there will be a couple of pieces of blogging software and information in the supplemental

package), where they just set up a "donation" button, and let people donate to their blog.

As a matter of fact, the most unique one we have heard of, and yes, someday, we will probably buy the software is called John Delavera's "Buy Me A Drink" software. (Nope, ain't making any money off this one, but someday, when we buy it, we will include our link to make sure we get the sale or credit.) If you get something free from John's site, you can "buy him a drink."Now, it's not an actual drink. But, it's just a list of drinks with different prices, and the more you appreciate the gift, the more expensive a drink you buy him.

He collects the money, and it goes in his bank account. Just like a waitress in a bar, when one of the customers buys her a drink, she sticks the money in her tip jar. It's the same principle, and it is unique.

In the upcoming Assets Generating System, (which may be going by the time you read this, or you may have even obtained a copy of this through that system), Hugh Simpson presents a book called Barter Wealth.

You can also barter your products or services with others to get what you need.

You can buy a digital camcorder, and show people visually how to perform a certain task. We are thinking of letting Brother Paul do a video on how to do a few magic tricks.

Or, you could locate Real Estate Resources, Or Loan Resources, and offer your services as a real estate scout, or a loan broker.

Again. it comes down to using your imagination.

But, let us assure you of this.

If you just sit on your can, and play games, (unless you own a gaming site), you won't make money.

If you sit there and chat with your friends, you are not likely to make money.

Just as we told you with the newspaper, you have to start using your

computer and your internet AS A TOOL to help you make money—Not To Entertain You!

So, use this book. Build on your knowledge. This book could not be all-inclusive. But, it should have given you the basis tools to start using your computer as a money-making tool, rather than something to while away the hours.

Let us leave you with one last money-making tip.

If you hate doing something, there are probably a lot of other people that do, too.

So, if you can find a way to automate that process. Or, are willing to make money doing that which you hate, for other people, then you will have found a niche that you can make money at.

We know of a couple that hating picking up the dog mess (yeah, you know what we mean) in the yard.

So, they got the tools, and hired themselves out to clean up dog messes.

Now, you can't do that on the internet, (at least not yet), but hopefully this spurs your mind to figure out something that can be done on the internet that is a needed task, but is tedious or boring or complicated. Find a solution. Fill the need. MAKE MONEY!

As Stan Lee of Marvel Comics is so fond of saying, 'Nuff Said!

So, as we told you in Open Your Daily Newspaper & MAKE MONEY!

Write when you make money!

foundsecrets@foundsecrets.com/? subject=I_made_money

Make it a great (and profitable) life!

The Staff Of Found Secrets

Maybe These Tools Will Get You Up There Faster--

We hope that you have enjoyed "Turn On Your Computer—Fire Over Your Internet—And MAKE MONEY! "

To get you going right, we have picked out the best and the easiest to accomplish the needs of any webmaster or internet marketer!

The Software includes the following tools, e-books, and information that is what we consider essential to get you going:

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