

# 8 Secrets For Life-Changing Online Success

## The 3 Things You MUST Have to Make Money Online & 5 Critical Factors Required For Ultimate Success

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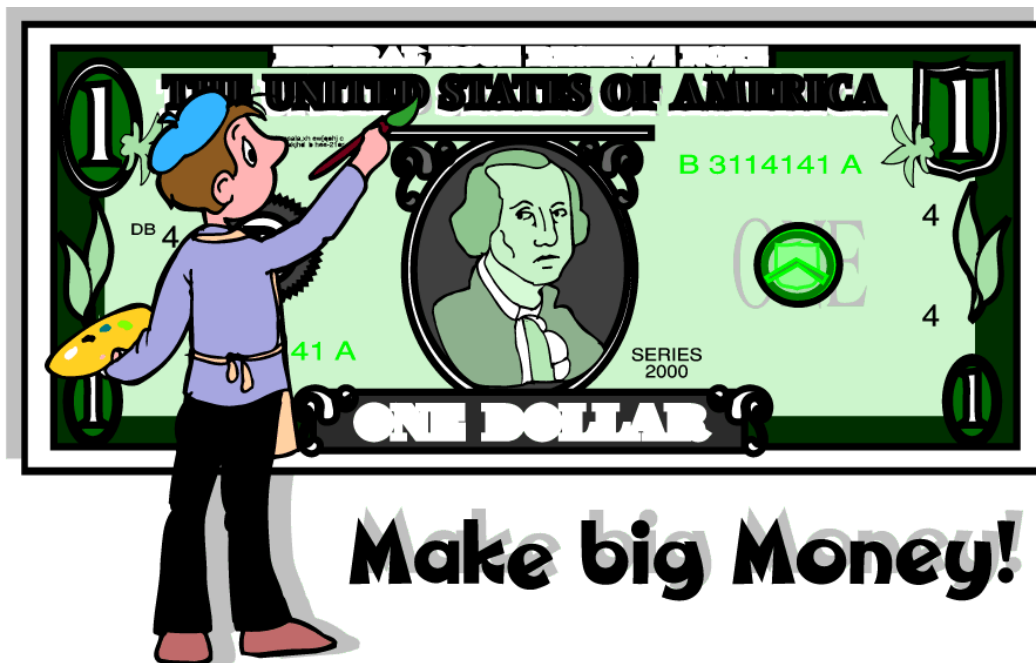


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<http://HowToMarketAds.com/online-success-newsletter/>  
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## SECTION 1 – The Fundamentals Of Making Money Online



### 3 Things You MUST Have To Make Money Online

On the most fundamental level, there are 3 things you must have to make money online:

1. A product or service people want or need.
2. A sales system to offer & deliver the product to your customers.
3. An advertising and marketing system to bring potential customers to your sales system.

If you have these 3 things, you have the 3 basic components to make money. But these basic components do not guarantee success where “success” means profits and sufficient profits to make a difference in your life. To realize “success” that can change your life, you need to address 5 more factors.

### 5 More Factors Required For Life-Changing Success

**1. Just having a product or service is not enough;** it must be something people want or need *and* it must be something “in demand”.

In other words, just because some one “needs” what you have to offer is not enough ... it’s actually better if your product is something someone “wants”, since people will always buy what they really want (assuming they can afford it) ... they won’t always buy what they “need” unless they also “want” it. Your potential customer may not even know he needs it; you may have to reveal how your product or service provides a solution he or she really needs. But even if someone really wants what you’re selling and they really need it too, that’s not enough.

If you are going to change your life, “lots of people” must want and/or need what you’re selling. So, the real trick is to ...

***“Find out what ‘lots of people’ want and need ...  
And then give it to them.”***

And usually what lots of people want is not a “product or a service”, but rather something that a product or service provides.

For example, **your customers don't want a saw ... they want to build something like a new shelf, a new chest of drawers, or a deck ... or they want something cut into pieces ... like a tree or large branch that fell during last night's storm.**

**Your customers don't really want a huge bag of money ... they want what money can provide them ... security, freedom, self esteem, adventure, peace of mind, or fun.**

**And your customer doesn't want an ebook, course, or membership ... he wants answers, solutions, information, or entertainment ...for example, a way to get money or build an income so he can have security, freedom, or to feel good about providing a great life and opportunity for his family.**

Later in this report, I'll provide a few techniques to find out what the ultimate desire or benefit provided by your products or services, and I'll show you how to find out what's in demand by lots of people.

## **2. You need to provide a way to solve your customers' needs or desires at cost that's acceptable to your customers.**

Assuming you have figured out what lots of customers really want and/or need, you need to provide a solution ... at a cost that's acceptable to your customer base. And you need a “Unique Selling Proposition” (**USP**) which is something “different” that only you provide. In other words ...

***“Why would your customer buy the product or service from you instead of someone else?”***

Your USP could be ... high quality of workmanship or manufacturing ... exact step-by-step examples presented in a crystal-clear video ... the lowest-price available ... special bonuses or package deals ... or a service not available anywhere else.

For example, one of the reasons most network marketing systems fail for most people is people don't know how to recruit, don't like to recruit, don't have time to recruit, or they are just not good at recruiting. So a great USP for network marketing would be an automated system that helps them recruit automatically. You can see a successful example here: <http://HowToGetPaidToAdvertise.com>

As briefly stated above, you also need to create or locate a product or service that completely meets the desire or need ... or provides a key portion of the complete solution ... at a price the customer is willing and able to pay.

This is why there are so many variants of products in different price ranges. Everyone wants the quality, reliability, and safety of a Volvo and the looks, performance, and prestige of a Ferrari, but many people simply don't have the money or income to afford these cars. So we have Fords, Chevrolets, Toyotas, and Hyundai's available at all different price levels.

Ford & Mercury models are nearly identical in design, engine, and undercarriage, and they are manufactured by the same company ... but the Mercury models tend to be more luxurious & quieter and they cost a little bit more. They serve a different customer base.

### **3. You must be able to make a profit.**

Your profit is what's left over after you pay for the costs of acquiring, manufacturing, or supplying the product or paying the salaries of employees or contractors to perform a service as well as the advertising and marketing costs to get people "in your store".

This is one of the reasons the concept of the "online business" is really taking off; in traditional businesses, you also have to



cover the costs of rent, utilities, taxes, postage, etc. which can require a large number of sales just to “break even”. In online businesses, many of these costs or expenses simply don’t exist. You can learn a lot more about profit, how to calculate Click-Through Rates & Conversion Rates which determine your profits in online advertising, and how to market online in general at <http://HowToMarketAds.com>.

In factor #2 above, I said you need to provide the product or service at an **acceptable cost to your customer** (i.e., your “sales price”), but in this section, I’m saying **your costs must be low enough** that your sales price minus all your expenses still provides you a profit. Thus, it’s important to create or obtain your products or services for as little cost as possible and you need cost-effective advertising and marketing.

#### **4. Your Sales System Must Be Automated**



When you are attempting to make money online, your goal is to get as many sales as possible, and with millions and millions of people on the web, it’s entirely reasonable to deal with thousands ... even tens of thousands ... of customers simultaneously.

**Thus, it’s important that your sales system can service your customers automatically.**

For example, **if you have a web site, it can automatically present your “sales page” 24 hours per day, 7 days per week; you don’t have to be there when your potential customers are there.**

The problem is most people will not buy from you until they have seen or heard from you 7 times on average. If you only have a website with no ability to automatically follow up with your potential customers, you will be leaving a lot of money on the table.



Your automated follow-up should help clinch the sale, remind your customer about you & your product, illustrate ways the product can help your customer, and so forth. You also need a way to automatically deliver your product or service to your customers when possible. And if possible, you should have automated support, training, follow-up recommendations for using the product or service, and follow-up recommendations for more stuff to buy ... these are often called, “back end sales”.

## **5. You need multiple streams of income ... for stability, reliability, freedom.**

If you have to keep selling products or services to keep making money, then you effectively have a “job” instead of a business. Yes, it may be a “high-paying” job, but if you have to keep doing the work over and over, it’s a job. If you can set up an automated sales & follow-up system and then ignore it, then that’s a business ... but you still have to keep advertising & marketing to keep making money.

But what if you could sell your wares *and* automatically create a recurring (a.k.a., “residual”) income ... an income where you keep making money month after month with little or no additional work on your part?

In essence, this is what the electric company, your cell phone provider, your Internet Service Provider, Cable TV, and financing companies are doing to you. They sold you once, and they keep getting monthly checks from you ... month after month after month.

There are several ways you can do the same thing ... including offering multiple products or services, offering upgrades, offering peripheral products or services to improve or expand applications of the products and services, etc.

For example, **an excellent way to do this is to sell a product that creates a need or inspires a desire for something else that requires monthly payments and creates monthly income for you. You get the profit or commission for the initial sale & you get the monthly commission from the secondary service. I’ll present some examples in Section 2.**



This scenario is obviously “desirable”, because you will make more money. But the reason it is necessary for life-changing income is it provides stability, reliability, and freedom.

For example, if you have to keep making sales day after day to keep your income, then you have to keep working ... you won't have the “freedom” to change your life. What happens if all the customers that need or want your product have bought your product or service? If that happens (no matter how unlikely that might be), your income stops. If a competitor offers a similar, but better, product or service (much more likely to happen), your income stops or declines significantly. You have to go back to work to regain your income.

If all you are doing is making “one off” sales, your business is not stable ... continued sales are not reliable ... and your freedom is temporary at best. You could, of course, make enough money to live the rest of your life in the lifestyle you want just making one-time sales, but wouldn't it be much better ... much more stable & reliable ... if you had multiple streams of income from multiple sources?

## **SUMMARY**

In Section 1, I presented the 3 things you must have to make money online and 5 crucial factors you must also have if you want life-changing income. These factors are quickly summarized here:

### 3 Things You Must Have To Make Money Online

1. A product or service people want or need.
2. A sales system to sell & deliver the product or service to your customers.
3. An advertising & marketing system to bring potential customers to your sales system.

### 5 Additional Factors Required For Life-Changing Income Online

1. Your product or service must be in high demand.
2. Your price must be acceptable to your customer base.
3. You must be able to make a profit at the acceptable price.
4. Your sales system must be automated.
5. You need multiple streams of income ... preferably “recurring” income ... for stability, reliability, and freedom.

## SECTION 2 – Applying Your Money Making Resources

In section 1, we discussed the 3 fundamental components any successful business must have, and we discussed 5 more factors required for that success to be life-changing. In this section, I will present real income opportunities and online resources that provide everything discussed above & illustrates how you can use them to make money.

### How To Determine What's In Demand

Any time you are trying to make money online (or offline for that matter), you should start with figuring out “*What's in demand?*”

You can focus on the latest, greatest hot markets ... and you can make a lot of money this way ... but you will also have to keep adding new products and services for the new “Hot markets”. You can find out the “hot markets” by accessing various services ... Google Trends, Google Insights, Magazines.com, Yahoo Buzz Index, ComScore Networks, Jupiter Research, & Amazon. You can read more about each of these here: <http://netprofitstoday.com/blog/10-hot-niche-market-research-sites/>

An alternative is to figure out what's in demand ... and tends to *Stay* in demand ... then build your business around something that's going to stick around for the longer term. This is the approach I'm going to focus on here.

Nothing says you have to like the in-demand niche you choose to serve, but life will be much more enjoyable ... and you will probably perform better & make more money ... if you have a natural interest in what you are marketing.

So, let's start with what you like ...

**Take a few minutes, and write down everything you like to do ...**

- ♦ What do you like to read about, explore online, do for fun, & talk to people about?
- ♦ What would you do if you didn't have to work for a living?
- ♦ What are you excited about in life?

Write it all down.

Now think about what the problems, complaints, shortfalls, etc. in these areas that interest you.

- ♦ What do people in that niche complain about?
- ♦ What could be better?
- ♦ What do you have to explain or show when you are showing someone new to the niche?

Once you have done this, you should have a list of potential money-making activities you can pursue that interest you. This is where your “in demand” research begins.

Go to Google.com and enter a search on “Google keyword tool”. The top listing should be the keyword tool; click on that.

This will open up a window with a large search field near the top. In this field type a number of keywords (or phrases) related to your preferred niche and the problems, complaints, etc. you wrote down from the exercise above. Enter one keyword or key phrase per line in the search field. Then click the “Search” button.

By the way, if you create an account with Google, you can sign in for the keyword tool, and you will get more responses to your searches and you won’t have to enter those annoying Captcha codes when you do your searches.

Once your search is done, you will see the results for the actual key phrases you entered in the top field *Under* the Search field. For each key phrase, you will see a number of columns with statistics, but the only ones we care about in this discussion are the “Competition” & “Global Monthly Searches”. If you only want to serve North America, you can use the “Local Monthly Searches” column.

The “competition” column tells you whether the number of websites attempting to serve that keyword or key phrase is Low, Medium, or High.

3<sup>rd</sup>-party tools will break that down further for you, but Google's relative ranking is good enough for us right now.

The “global monthly searches” tells you approximately how many people around the world entered that key phrase in the search box on Google ... in the past month. In other words, it's the monthly “volume” of people searching for that. There is also a “Trend Line” that shows how popular the keyword was over the last 12 months you can consider if you wish.

Now, click on the tab labeled, “Keyword Ideas”. This will display up to 800 related keywords or phrases to the ones you entered. Now, click on the column title, “competition”, twice to rank the keywords from Low to High. You may now begin searching down the list for high-volume keywords that give you an idea for a problem you can solve or solution you can provide.

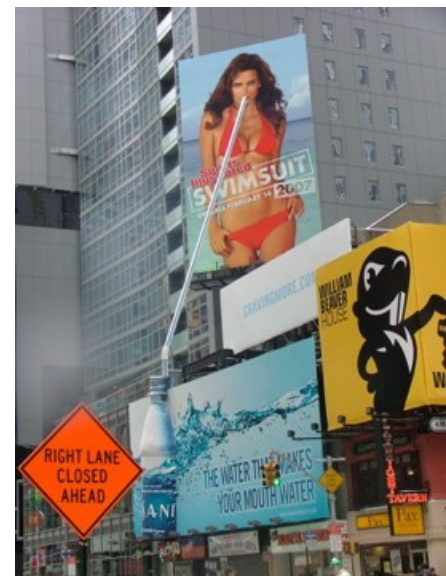
Your goal is to find a relevant keyword or phrase with “Low” competition and high volume. Once you find a good keyword or phrase, consider what the person was probably thinking when he entered that figure.

For example, it's a bit tough to know what she was thinking if she entered, “money” ... but you pretty much know she's looking for ways to make money for the key phrase is “ways to make money”.

Once you have a low competition, high volume keyword that inspires you for a potential product or service, you have identified something that is in high demand for your new money-making enterprise. Now, we have to find (or create) products or services to fill the demand.

## Finding Products & Services

The easiest way to find products is by joining an affiliate marketing service where you market other people's products and services, and you get a nice commission for any sales you make. Tangible products usually pay 3 to 15% commissions while informational products offer commissions as high as 75%.



All you have to do is get people to the affiliate sales page, and if they buy, you get a commission. The downside of affiliate marketing is it's become highly competitive since it's so easy to get started. To succeed in traditional affiliate marketing, you often have to offer sales incentives, pre-sell the products on your own website, or make personal recommendations.

Here are some of the biggest affiliate marketing services:

[Clickbank](#)

[PayDotCom](#)

[PaySpree](#)

[Commission Junction](#)

[CB Pro Ads](#)

CB Pro Ads is particularly nice, because you can set up an entire store or niche stores and offer a multitude of products immediately.

Here are a couple places where you can learn lots more about affiliate marketing:

<http://autopilot101.com/oscampaigns/affiliate.html>

<http://best-affiliate-marketing-ebooks.com/?id=412180>

You should also check out the "Online Success" service to **get 75% commissions on your affiliate products**:

<http://HowToMarketAds.com/online-success-newsletter/>

**Another option is to create your own products**. Just be careful you don't spend a huge amount of time creating your products and then discover no one wants to buy it.



## How To Determine Benefits Instead of Features

When you begin your marketing & advertising, you need to remember one major rule:

***“People buy ‘Benefits’, not ‘Features’ ...”***

I touched on this earlier when I said people don’t want to buy a “saw”, they want a way to cut something. The saw is a tool ... the # of teeth it has, whether it’s manual or motorized, and the price are all “features” ... cuts a cord of wood in 20 minutes is a “benefit”.

When you write your ads, you need to focus on benefits, not features. People are emotionally tied to benefits; they are, at best, logically tied to features. In other words, they will compare features to logically rationalize the emotional decision they have already made to buy something ... based on it’s benefits.

Therefore, in this section, I’m going to show you a little trick to identify benefits versus features. Then you can use your benefits in your advertising.

When you have a product you are planning to sell, write down every feature or aspect of the product you can. Then go back and think about what benefit(s) that feature provides. Then advertise the “best benefit”.

Let’s consider a simple example ... the “Online Success” newsletter & members service. Here are a few of the features of this service:

<b>FEATURES</b>	<b>BENEFITS</b>
Download page contains videos of little-known, highly-effective online advertising techniques	
Monthly Email offers a new 100% Commission campaign every month	
Multiple income opportunities including some that are 100% free	
Includes Business Evaluation Tool	
Includes Headline Writer Software	
Low, one-time fee to join; then free forever after	

Now, here are some of the benefits for each feature. Notice you can have more than one benefit per feature.

FEATURES	BENEFITS
Download page contains videos of little-known, highly-effective online advertising techniques	Step-by-step videos make it quick & easy to learn by seeing the techniques in action firsthand; Get 100,000 people to your website within in the next 24 hours so you can blow your income through the roof; Present your offer to 5000 people every day ... for Free; How to get Unlimited advertising <i>AND</i> Get PAID to Advertise!
Monthly Email offers a new “100% Commission” easy-to-use campaign every month	Earn 100% commissions on your affiliate products; All the “sales system” is already set up for you ... the sales page, ads, email campaign, and squeeze page designs are done for you ... all you have to do is promote it ... and we’ll show you how to do that too!
Multiple income opportunities including some that are 100% free	8 streams of income from programs that help each other build your income; 2 Free income programs start paying you within 24 to 48 hours; Fast income from 100% Commissions sales help build your long-term recurring income so you can stop working & start living.
Includes Business Evaluation Tool	Discover the income opportunities for you; If you match the opportunity to the business features properly, you are virtually guaranteed to succeed.
Includes Headline Writer Software	Save a ton of time writing effective headlines for your ads based on the proven “rules” used by the best copywriters in history.
Low, one-time fee to join; then free forever after	Get a complete income system that provides the products, the sales system, and powerful ways to advertise ... at a price anyone can afford ... then get more income opportunities every month at no extra charge.



These aren't all the features and benefits of the "Online Success" system, but hopefully you get the idea of the Features/Benefits relationship.

Now, you try it ... Let's say you are going to market a 20-speed hybrid mountain bike. I'll give you a few example features & benefits, then you add as many features as you can. Then go back and convert the features into a benefit. When trying to identify the *benefits*, it often helps if you answer the question, "**So what?**", for each feature ... or state the feature and add the following phrase to the end, "**which is important to you, because it ...**".

<b>FEATURES</b>	<b>BENEFITS</b>
Bicycle	Lets you cover more trail faster than hiking; Lets you get a great workout & rest when going downhill; Lets you leave the car at home when you head to the trails; 2-wheeler lets you go places a 3-wheeler or 4-wheeler won't fit;
20-speeds	Higher gears let you pedal for high-speed going downhill; Lower gears make riding up even the steepest hills easy; Can adjust for the right "workout level" for the terrain and your level of fitness;
Hybrid bike	Designed for high performance on the road and the trails so you can go anywhere
Quick-release front-wheel hub	
Shock-absorbing seat post	
Reflectors & Reflector tape on the pedals	
Weighs under 20 pounds	
Blue, red, yellow, or black	
3-year warranty	
Pre-assembled	

## Designing Your Advertisements

I'm not going to put a lot effort on designing your ads in this report. You can visit <http://HowToMarketAds.com> for advertising details such as the various types of online advertising, click-through rates, conversion rates, types of ads, how to test and measure response for you ads. You can also find the best, recommended advertising services and techniques I have found at <http://HowToMarketAds.com/advertising.htm>

The one thing I want to include on designing your ads here is the following:

***“Build your ads focusing on the biggest, most valuable benefits”***

The rule above especially applies to your headlines, text ads, banner ads, & classified ads where you focus on the absolute biggest benefit ... *for your advertising target audience.*

In the previous topic, I showed you a couple of tricks for identifying the benefits of your product or service. Now, take the biggest, most enticing, unique benefit and focus on that when you are designing your ads. *The biggest, most enticing benefit may vary by the audience for the advertising medium you select.* In that case, build ads focused on the most enticing benefit for *That medium's audience.*”

**Remember, the ad has to be all about your customers wants & needs.** Repeatedly ask yourself the question, “*So what?*” If you were your potential customer and you saw the ad, would you be excited ... or would you ask, “*So what?*”

If you can generate excitement and simultaneously invoke curiosity ... then your results will be tremendously more effective.

Finally, *if you have access to an advertising resource where you can get Unlimited ads ...* where multiple ads means even more exposure ... then *Advertise ALL the major benefits ... One benefit per ad.*

For example, *The Online Ad Network provides unlimited banner ads and unlimited text ads for a low fixed monthly fee, and the more ads you have, the more “ad time” (a.k.a., # of ad displays) you get. In this case, you are best served by putting ads for 30*

benefits (one benefit per ad) than by only putting up 1 ad with your best benefit. The Online Ad Network also has the added advantage of providing you a solid income opportunity; so you can advertise all the benefits of *ALL* your products & services as well as advertising the Online Ad Network itself!

You can learn more about the [Online Ad Network](#) here.

In most advertising resources, you can add multiple ads or web pages to advertise, but you are simply dividing your total ad or page views among more sites. In these cases, it's best to stick with one ad with the best benefit(s) ... unless you are comparing the responses of different ads.

**For example**, Traffic Exchanges typically let you display as many as 10 web pages. If you have 1,000 page credits and you set up 10 ads for the same product or service, you are only getting 100 displays per ad page. There are Traffic Exchange options where this is not the case, however. Check out the "Online Success" service for details:

<http://HowToMarketAds.com/online-success-newsletter/>

## Advertising Resources



Once again, I am not going to go heavy into the various advertising resources here. I have a separate web page that reveals the best advertising resources I have found so far.

In fact, my Advertising Resources Matrix includes the services I used to build one of my downlines from 1 to over

1000 members in just 10 months.

This matrix includes both free & paid advertising techniques, and it presents them in order beginning with the most cost-effective first. You can access my Advertising Resources Matrix here:

<http://HowToMarketAds.com/advertising.htm>

## Sales System & Follow Up

For this topic, I'm going to pull everything together for you, because your Sales & Follow-Up System needs to be an integrated system that works together.

The fundamental components of your Sales & Follow Up System ... at the very least ... must include a way to present your offer, a way to take payments, a way to deliver the product, and a way to follow up with people who visited your sales offer and did not buy.

The [Online Success system](#) provides all this in one simple system that takes you less than 5 minutes per month to set up. It also includes the follow up system, but you have to set that up if you want it, because it requires access to your online [autoresponder](#) account.

Another really nice “feature” of the “Online Success” system is you can use it to make money with the service itself ...

In other words, you can use the “**Online Success**” system to promote any product, service, or income opportunity you want, but you can also make 75% commissions by promoting the “Online Success” system too. The “benefit” is you can earn 75% commissions & automatically build your long-term recurring income just by marketing the Online Success service.

Learn all about the “Online Success” service in this free video:

<http://HowToMarketAds.com/online-success-newsletter/>

Now, let's discuss the various components of your Sales & Follow-up System.

### Your Sales Offer:

There are a number of ways to present your offer. The easiest way is to simply send people to an affiliate sales page. The sales page, the ordering system, the product delivery, and sometimes even the follow-up is already set up for you. You just promote the sales page and collect your commissions.

As I mentioned, this is the easiest way to get started, but it's also one of the hardest ways to make money ...

Since it's so easy for anyone to get started in affiliate marketing, the competition is fierce. Everybody's trying to sell what you're trying to sell.

**What's your Unique Selling Position (USP)?** ... Why should anyone buy from you instead of another affiliate?

Other ways to present your offer include selling from an email and creating your own web pages. You could just send out a single email trying to sell your product or service, but most "email sales" are done using a squeeze page and an email campaign using an [autoresponder](#). We'll talk more about that shortly.



Typically the sales offer is presented using a web page.

There are several types of web page options available. You can write a blog (with some affiliate ads & other types of income generators) on Blogger.com or Wordpress.com ... You can host a small web site on free "web host providers" such as

Weebly.com ... you can get a traditional "cpanel" host provider ... or you can go with a web host provider where you can get paid to have your own website. Each option is briefly discussed below:

1. **Blogger.com:** This is a free web-hosting service primarily for putting up a "blog" which is essentially an opinion site where you post articles about a topic that interests you. The only problem is these sites are censored to ensure you stay within the "scope & intent" of the site,

and if you step outside their bounds (which is not well-defined), your entire site can evaporate with no indication of why.

2. **Wordpress.com:** A second option which I personally think is a much better option is Wordpress.com. They are not much different than Blogger except it has more functionality, is a bit more lenient on content, offers a myriad of design options and plug-ins, and is just about as easy to program. Wordpress is also immensely more popular than Blogger. A better option still, is to get your own host provider “cpanel” account and then install Wordpress’s tools on it using “Fantastico Deluxe”. This way Wordpress can’t decide they don’t like your content & delete your website.
3. **Weebly.com:** Weebly is a free hosting option that is more free-form than Blogger & Wordpress. Whereas Blogger & Wordpress are both tailored for blogs, Weebly offers a broader scope & includes an easy-to-use toolkit for building your webpage. They do have limitations, however. For example, they do not allow websites on certain topics such as network marketing or MLM. They are also a bit limited on how much disk space you get which limits the number of web pages you can have.
4. **Cpanel Host Provider:** The full-featured, no holds barred web hosting option is a “cpanel” account. Cpanel is just a popular type of administrator interface that has become the de facto standard for full-featured websites. You have the greatest freedom & flexibility with Cpanel host accounts. You can create web pages using HTML programming or website generators such as MS Frontpage, Dreamweaver, etc. Of course, with great flexibility comes complexity. You need to know a lot about programming websites to use a cpanel account to the fullest. You will need to get your own domain name, set up your nameservers, back up your site, & install your own extensions (such as Wordpress, add-on domains or sub-domains, etc.). However, if that’s what you want, [Host Gator](#) is one of the best, most cost-effective host providers.
5. **Get Paid To Own Your Own Website:** The final option is more or less a “hybrid” account which happens to have an income plan tied to it. Hybrid accounts typically include a domain name, a site builder toolkit, and yet still has the flexibility to allow HTML programming.



You can learn more about this option including my built-in marketing system to help you build your income with your website here: <http://autopilot101.com/GAP/> \_

## **Why You Should Consider Having Your Own Website**

As I mentioned earlier, the Online Success system offers a powerful income system where you don't have to have your own website. But here are a few reasons you may want to get your own website anyway:

- ◆ You will have more control over the content
- ◆ You can implement my "Traffic Multiplier" strategy to compound your advertising and traffic (Available with your upgraded OS membership)
- ◆ You can host multiple offers
- ◆ You can include additional ways to make money (e.g., Paysfree, Infolinks, Adsense, Hosted Banners from WomVegas, advertisements for related affiliate products as well as your own products, etc.),
- ◆ You can create your own designs
- ◆ You can create squeeze pages so you can build your own list of customers for future sales & automatically follow-up to increase sales.
- ◆ You can host & test multiple versions of your sales pages
- ◆ You can design your web pages for to get high page rank and free traffic from the search engines.
- ◆ You can includes customer support pages as well as sales pages
- ◆ You can back up your website in case your host servers crash
- ◆ You can move your website & domain name to a new host provider.
- ◆ You can get paid to own your own website (<http://autopilot101.com/GAP/> )

## **Payment Processors:**

The next thing you must have on your sales page is some way to get paid. Typically, this means the ability to receive orders via credit card. There are several ways to do this. If you have an offline business and a merchant credit card account with a bank, you can use that for your online activity too ... although you will need to contact your bank to confirm online orders are allowed. However, if you are just starting an online business, a merchant account with a bank is just too expensive.



The most popular ways to receive payments are via Paypal, Payza (used to be Alertpay), Payspree, and 2CheckOut.com. I believe Paypal is the easiest, most popular, and most flexible. The only shortfall for Paypal is your buyer must have or create a Paypal account to make the purchase.

Payza is good, but you have to get every new campaign and every new website approved, and that typically takes a week. I find that pretty frustrating. I believe Payza also requires your buyer to have a Payza account.

2CheckOut.com will accept credit cards without the buyer opening an account, but 2CheckOut.com is a good bit more restrictive than Paypal & Payza ... or at least they used to be. Check their current Terms & Conditions for details.

Finally, Payspree seems to be pretty good too. I haven't had much experience with them yet, but they offer some nice additional features such as the ability to host an Ad Bar on your website where you get a commission on any sale made on your site.

If you are going to create your own web-based sales pages, I recommend you start with Paypal and Payspree. Use Paypal for most of your transactions, but include the Ad Bar from PaySpree. Plus, if you want to use PaySpree's "Dime Sale" concept, definitely use PaySpree. Dime Sales are a powerful way to inspire sales.

[Paypal](#)  
[PaySpree](#)  
[Payza](#)  
[2CheckOut](#)

#### Product Delivery (a.k.a., "Order Fulfillment"):

If you are strictly using affiliate marketing, product delivery is pretty simple as far as you are concerned. The vendor provides payment collection and product delivery for you.

If you are using your own website, all you have to do is provide a separate web page on your web site where the product can be downloaded. Then

provide the web address of this download page when you create your “Buy Now” button from your Payment Processor.

For example, if you are using Paypal as your payment processor, you will use their online wizard for creating your “Buy Now” button. Simply answer the questions as you go down the list. Then copy the HTML code for the button and paste it into your web page where you want it to be displayed.

When you are filling in all the answers in the wizard ... in section 3 ... there will be 2 fields you need to enter web addresses (a.k.a., Uniform Resource Locators, “URL”). One is the web address to send the buyer if he “cancels” before completing his order; I usually enter the web address (URL) for my sales page for that field. The second URL is where to send the buyer when he “completes” paying for his order ... that’s your download page URL.

**To actually deliver the product ... assuming it’s an intangible, info-product ...** i.e., something that can be downloaded ... just upload the product to your web site and put a link to it on your download page.

When the buyer completes his order, is sent to the download page, and clicks on the download link, the product will be automatically downloaded. If you have multiple products in a “package deal”, either include a download link for each product or put them all in a single “zip” file and include a download link for the zip file. If you use the “zip” file approach, be sure to include a link to get Winzip for free. You can get Winzip yourself, by entering “winzip free download” in the search engines. Then copy the web address and add it to your download page.

Another way to deliver intangible products is via email ... but I will cover that in the next section.

**If the product is not downloadable ...** i.e., it’s a tangible product like a book, a DVD, a bottle of vitamins, or a boat ... then delivery is a little more involved. Once again, if you are selling physical products using affiliate marketing ... for example through Amazon ... the vendor will take care of the shipping for you.

If you are selling “drop ship” products, you will need to pay the wholesaler and tell them where to send the product using whatever system they provide.

If you are actually shipping the physical product yourself ... you will receive the payment receipt from your payment processor ... be sure you requested the shipping address as part of the order ... and then you package up the product and take it to the Post Office, Fedex, UPS, or whatever “carrier service” you choose.

### Automating Your Follow-Up To Increase Sales:



Imagine for a moment ... you have published your sales page with your offer on it ... What do you want to happen now?

I’m just guessing here ... but I expect you want 1000’s ... even millions ... of buyers to rush to your website and buy what you are offering ... preferably while you are at the beach!

### ***That’s the dream of the Internet Millionaire right?***

**Well, here’s the nightmare ...** First of all, you can easily get 1000’s of visitors to your website immediately ... in fact, my “Online Success” service will show you how to get 100,000 visitors (or more) to your website by tomorrow! So we have the mad rush of visitors to your site part of the dream covered ...

Not all of them will buy of course ... if you get a 1% Conversion Rate (CR) where 1 out of 100 actually buy ... you are doing absolutely wonderful! 1% CR is the goal for most direct marketers. Obviously, we always strive for more, but 1 out of a hundred is considered good.

But the reality is most people will not buy the first time they see your web page unless they already have a relationship with you ... they already know you or know about you or your company in some way.

**Continuing on with the dream ...** we have 1000's of visitors that stop by your website ... but they want to hear from you 7 times (on average) before they will buy anything. All you have to do is send them 7 emails reminding them about you, your product, how your product will solve all their problems and make life "Good!" for them.

**So, let's assume you have 1000 people visit your site & you send them all the first email ...** no problem, that only takes you about 3 hours assuming you send the exact same email which you wrote in advance.

**Did he say, "3 hours?"**

**Yes ...** How long does it take you to send one email ... after you've already written it?

**Let's say you can do it in 10 seconds** depending on how fast you can open a new email, copy the contents, enter the email address, and the response speed of your computer.

**At that rate, it will take 10,000 seconds to send 1000 emails ...** which is 2.7 hours. And that's assuming your Internet Service Provider doesn't shut you down for sending too many emails too fast.

**Tomorrow, you can send all 1000 people the second email.** But wait, your dream is 1000's of visitors per day ... That means you have to send email #1 to today's visitors. Okay, now you're spending 5.5 hours sending emails ... I'm betting you're getting tired of sending emails now.

**On Day 3, the nightmare really begins.** You have to send 1000 copies of email #1 to today's visitors, 1000 copies of email #2 to yesterday's visitors, and 1000 copies of email #3 to the visitors from the first day.

**Do you see the nightmare?** And remember, you have to keep track of who gets email #1, #2, and #3. And don't even think about drafting a personal email to each person.

**What you need is** a simple piece of software called, an “autoresponder”. A professional-grade autoresponder makes the dream a reality. When someone visits your site and request you send them information, your autoresponder can provide the information automatically.

Typically, this is done what is called a “**squeeze page**” or “**capture page**” using an “opt-in” form. The Opt-in form is the box I’m sure you have seen on the web where you enter your name and email and click the “Submit” button. A “squeeze page” is called that, because you typically offer the visitor a gift or benefit if he enters his name and address to join your list. A “capture page” is the same thing as a “squeeze page” by a different name.

**Let’s say you sit down for 30 minutes and write 7 to 10 emails and load them in your autoresponder service ...**

Now, when someone visits the autoresponder automatically sends the first email immediately and sends email #2 at the time interval you specify. Then it sends email #3 at the time interval you defined ... and so on. You did the work once, the autoresponder automatically follows up with your potential customers. I have autoresponder sales campaigns that send emails for over 1 year. It took me a couple hours to write all the emails, but now I can have 1, 10, 1000, or 20 Million customers ... it still only cost me that first couple of hours to write the emails.

***The autoresponder does all the work.  
It turns the “nightmare” back into a “dream”.***

**But your autoresponder can do more than just sales campaigns!**

You can send a new buyer from your payment processor to your “squeeze page” for customers where he enters his name & email address. Then the autoresponder sends the link for the product downloads as well as a sequence of “customer support” emails ... you can explain how to use the product, more ways to apply, offer peripheral products to increase the benefit and usability of the first product purchased, explain how to maintain the product, request customer feedback, and provide training. There is no limit here if you just think about it for awhile.

There are lots of important factors to consider when selecting your autoresponder service. I will cover some of the most important factors here,

but you can get a much more comprehensive discussion online at <http://lifestylepublishing.com/autoresponder.htm>

**By far, the most important factor to consider** from a “professional grade” autoresponder service is the cost. I say “cost” rather than quality, because all the “professional grade” autoresponder services provide high quality. There are significant differences between the various professional services, but as I said, the most important difference is the price.

All the professional grade autoresponders charge you a low monthly price when you first get started. However, as you increase the number of email campaigns (i.e., sequences of emails), the number of emails in a campaign, and/or the number of subscribers on your list, the pro services raise your monthly fee ... except one: Trafficwave.

With [Trafficwave](#), you get UNLIMITED campaigns, emails per campaign, and subscribers per campaign ... all for a low, fixed monthly fee of just \$17.95. Think about this ... let’s say you join my “Online Success” service and discover how to get 100,000 people to your site by tomorrow ... if just half of them join your autoresponder campaign, all the pro autoresponders services are going to charge you more ... LOTS more ... 100’s of dollars in some cases just because you are successful. Now, what happens when you get 100,000 visitors every day for a month ... that’s 3 Million visitors. Do you really want to pay \$100’s per month to keep them on your list? Would you rather remove your early subscribers so you can add new subscribers ... just because your autoresponder service wants to change you price?

This is not a problem with Trafficwave. It’s \$17.95 per month whether you have 1 subscriber on 1 campaign with 1 email, and it’s \$17.95 per month if you have 500 campaigns with 200 emails per campaign and 10 Million subscribers! It’s Unlimited service at a very limited price.

Trafficwave also offers a host of other valuable services too ... the ability to broadcast to your entire list or a subset of your list, FFA and Banner advertising, and even a Tracking URL service.

The Tracking URL service is particularly valuable ... This service lets you create a shorter link for your web pages you want to advertise, but every time that link is displayed or clicked, Trafficwave counts that click ... which



lets you determine how successful your advertising is or how the response is for that page versus another.

For example, let's say you have a "75% Commission" offer from the "Online Success" service, and you want to promote it on 3 different types of advertising ... You can create 3 separate Tracking URL's for your 75% Commission sales page and put one tracking URL on advertising service #1, another on service #2, and the third on service #3. Now you see how many times your web page was displayed by each service.

Alternatively, you could create a "splash" page with 3 benefits on it. Turn each benefit into a hyperlink with one of the 3 Tracking URL's on each benefit. Then you can see which link was clicked the most. This is one way of testing the best headline or call to action for your advertisements.

Let's consider an example of this technique. Let's say you want to promote the "Online Success" service itself & for every sale you make, you get 75% of the commission. So you create 3 Tracking URL's for your encoded link to the Online Success sales page.

Next, you create a splash page with 3 benefits as shown below:

[Discover How To Get 100,000 Visitors To Your Web Site By Tomorrow!](#)

[Get PAID To Get UNLIMITED Ads For ALL Your Products & Services!](#)

[Discover How To Get 100% Commissions On Your Affiliate Marketing!](#)

Now, for the first bullet above, you include Tracking URL #1 which you created in your Trafficwave account. Use Tracking URL #2 for the middle bullet and Tracking URL #3 for the 3<sup>rd</sup> bullet.

Now you run this splash page on one of the advertising services listed on the Advertising Resources Matrix (<http://HowToMarketAds.com/advertising.htm>).



After 2 weeks, you check the Hit Count for each of the 3 tracking URL's, and you find bullet #1 got 3000 hits, bullet #2 got 1700 hits, and bullet #3 got 98,000 hits. What does this tell you?

First of all, it tells you all 3 bullets are good. If you only got a few hits for any of the bullets, you would want to abandon or revise that bullet. But more importantly, you have discovered the bullet #3 is by far much more effective. So, you might choose to make it a headline for your sales page, a classified ad, etc.

There are many ways to use Tracking URL's, but hopefully you get the basic idea now. And remember, the tracking URL service is a free feature with your Trafficwave subscription.

**There's one more really valuable benefit** for choosing Trafficwave as your autoresponder service ... they include a powerful "network marketing" income plan. If you refer others to join Trafficwave, your referrals become part of your downline. Trafficwave uses a "Forced 3x10 Matrix" which means you can sponsor 3 people directly below you; any additional people you sponsor go under the first 3 you sponsored. And you get monthly commissions on everyone in your downline for the first 10 levels. The total potential income is \$88,587 per month.

Unfortunately, network marketing is not easy ... it's extremely profitable once you have built your network ... but building the network is not easy. However, I put together a marketing system in December of 2011, and I launched it 2 January 2012. My marketing system (which I call the "Traffic Wave Money Maker System"; a.k.a., "TWMMS") will automatically build your Trafficwave downline for you. In fact, this marketing system built my Trafficwave downline from 1 to over 1000 members in just 10 months.

Of course, you will get much faster growth if you do your own marketing as well ... and I have provided encodable links for the TWMMS where you can promote your encoded TWMMS home page, and any sign-ups you get from your encoded link will go directly into your Trafficwave downline. You can learn more about this with my Free Video at

<http://MoneyMakerSystems.org>

And ... if you join my "[Online Success](#)" service, you will discover powerful ways to help you promote your encoded TWMMMS links as well as any other products, services, or income opportunities you wish.

## SECTION 3 – Recommended Resources

**100% Free Income Opportunity:** How To Get Unlimited \$20 Bills Stuffed Into Your Mailbox or Paypal Account ... Without Paying A Dime ... & Without Selling A Thing

Click Here → <http://www.laidofftopaidoff.com/go/792382.php>

How To Get 75% Commissions On Your Affiliate Marketing & How To Get 100,000 People To Your Web Pages Within 24 Hours

Click Here → <http://HowToMarketAds.com/online-success-newsletter/>

How To Get UNLIMITED Advertising & How To Get Paid To Advertise

Click Here → <http://HowToGetPaidToAdvertise.com>

How To Get Paid To Own Your Own Website

Click Here → <http://autopilot101.com/GAP/>

How To Make A Fortune With The 1 Thing Every Business Must Have To Succeed Online

Click Here → <http://MoneyMakerSystems.org>

Recommended Best Advertising Resources I Used To Build My Downline From 1 To Over 1000 In Just 10 Months

Click Here → <http://HowToMarketAds.com/advertising.htm>

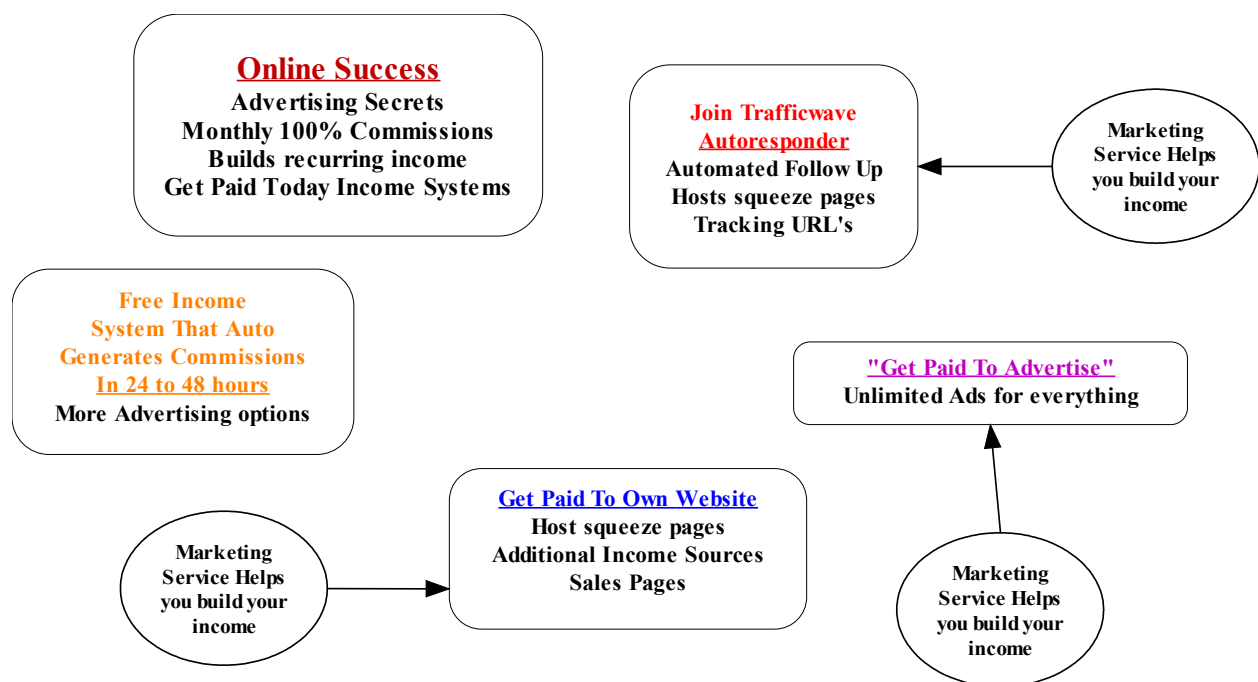
## Final Comments – Pulling It All Together!

In this report, I have presented several powerful concepts and techniques to ensure your success with online marketing. I have also provided many valuable references for you. You are, of course, free to use any number of these resources or all of them, but I wanted to take a moment and present to you why I have presented these particular resources.

**First, all the advertising resources are valuable for anything you want to promote online.** It doesn't matter what you are promoting, joining my "Online Success" membership and discovering how to get 100,000 people to your offer by tomorrow ... guaranteed! ... will be of immense value to you.

**Second, you MUST have an autoresponder** if you are going to do business online ... it doesn't matter if you are a 100% online business or a traditional offline business trying to increase your online presence. You **NEED** an autoresponder. Autoresponders are so incredibly powerful in so many ways, you really **MUST** have one.

But there's more to all this than individual services that can help you with what you are already doing online. This particular array of services helps you build as many as 8 different streams of income, and any given service helps you build your income in the other services as shown in the picture below.



If you study the picture carefully, you will see that nearly every program supports most, if not all, of the other services in the diagram in one way or another. It's a synergistic system.

### Here's what I mean ...

Let's say you first join my "Online Success" system so you understand how to get your ad in front of 5000 people daily starting today ... how to get 100,000 additional people to your site by tomorrow ... how to get 75% Commissions including simply marketing the "Online Success" system itself.

Once you join “Online Success” for the ridiculously low one-time registration fee, you will **get a new “Done For You” 75% Campaign each month** ... it will include a pre-built encodable sales page, an email campaign for your squeeze page (with import codes so you can easily load it into your Trafficwave account), a squeeze page design for follow-up sales and building your email list, and an ads package. And once you are a member, there are **no additional fees to keep your membership**.

Then you join Trafficwave for your autoresponder service, and you join my marketing system (TWMMS) to help you build your downline and income in Trafficwave. The Trafficwave autoresponder service will help you in all your online efforts including promoting the 75% Campaigns provided with the “Online Success” service. Plus you get the Hosted Capture Form (i.e., squeeze pages) and the Tracking URL service for free.

Next, you join the “**Get Paid To Advertise**” system I mentioned a couple of times ... where you get **UNLIMITED advertising every month** ... **unlimited ads for unlimited products and services** ... so you can immediately upload the ads from your monthly 75% Commission campaigns, all the income opportunities (Trafficwave, the “Get Paid To Advertise” service itself, the “Online Success” service, and even a couple of free income systems you will learn about in your “Online Success” membership). Now you have unlimited advertising for everything else I have recommended in this report AND another stream of income.

Now, let’s say you like the benefits of having your own website & you decide to join the one where you get paid to own your own website. You can now use this website to promote all the income opportunities and your 75% Commission campaigns. You can host your squeeze pages on Trafficwave or on this website ... or both. You can employ some of the other revenue-generators I mentioned here.

You can take advantage of any of the programs by visiting the web sites provided, or you can start with the “Online Success” membership that will introduce you to everything from one place.

## BONUS SECTION

### How You Can Make Money With This Report Now!

There are actually 2 ways you can make money with this report:

1. The first way is to join the “[Online Success](#)” membership and re-brand this report with your own links. Then distribute this report to as many people as you can. Then when someone clicks on the links in this report and signs up for one of the offers, *You* will make money. [Click here to create your own re-branded report](#).
2. The second way is to promote the “Online Success” membership. To do this all you have to do is promote the following link:

[http:// rbstoker.lspublish.hop.clickbank.net/?p=1](http://rbstoker.lspublish.hop.clickbank.net/?p=1)

Just replace “rbstoker” above with your [ClickBank](#) User ID. When someone visits our site using this link with your ClickBank User ID encoded into it as shown, **you will receive 75% of the entire payment** directly into your ClickBank account.

Wishing you wealth & prosperity,

*Bryan*

Dr. Bryan Stoker

Lifestyle Publishing

P.S. Our basic “Online Success” membership comes with a 60-Day Money-Back Guarantee ... check it out now!

<http://HowToMarketAds.com/online-success-newsletter/>



**100% Guaranteed**