

The Challenge: \$5000 in 30 days

How to create a pile of cash, starting from scratch



by: Kevin Bidwell

All-In-One-Business.com

The Challenge: \$5,000 in 30 Days Online

How to create a pile of cash starting
from scratch

By

Kevin Bidwell

<http://www.All-In-One-Business.com>

Copyright 2003 - 2004

All Rights Reserved

No part of this book, including interior design, cover design, and icons, may be reproduced or transmitted in any form, by any means (electronic, photocopying, recording, or otherwise) without the prior written permission of the publisher.

*If you received this document from anyone other than All-In-One-Business.com it is stolen. We offer a **cash reward** to anyone who reports such theft. Please report all theft to:*

Theft@All-In-One-Business.com

Introduction

It can't be done!

I hear it all the time. People insist that you can't make money online, or that you can't make money any more online, or that making money online takes loads of money to start.

I say that's **baloney!**

I took the challenge to make a pile of cash—at least \$5,000—in 30 days and completely **blew it away**. In fact, I made over \$7,500.

I wanted to give this to you—**free**—to give you an idea of how you can do the same. It won't be easy, but if you have some perseverance and more than a little luck, you should be able to accomplish something similar.

My friend Tim Knox has put together a bundle of these challenge documents from a bundle of top internet marketers into a complete book you can download from his site here:

<http://www.All-In-One-Business.com/timknox>

Here are some things I gleaned from his books:

- A completely free resource I can turn into \$5,000 several times each year—with just 5 hours of my time.
- A great way to advertise my offer to the UK absolutely free—*I had no idea this one even existed!*
- How to turn to eBay and create an instant, profitable market for an eBook (**anyone can use this to generate instant profits**).

- How to utilize free sources to instantly create expert status.
- How to get other people to write your book for you **free** and then have them promote it (**this one idea has made over \$160,000.**)

You can see why I feel his stuff is a great resource!

You can grab your own copy here:

<http://www.All-In-One-Business.com/timknox>

Reading this report will do one or two things for you:

1. It will give you a clear plan you can follow to make some money online. Will you make \$5,000? Probably not. You will likely make some mistakes as you go. **But would it be such a bad idea to make \$500 or \$1,000?** Of course not!
2. It will give you ideas that you can apply in other areas of your online business. This may be the most important reason to read this report: **You will learn more practical information here than in most of those \$100 ebooks.**

So, without wasting any more time, here is the challenge I wanted to complete:

Starting from ZERO and with NO RESOURCES (no reputation, no product, nothing!) to pile up AT LEAST \$5,000 in cash by the end of 30 days.

The pages that follow provide my step-by-step, day-by-day answer along with 20 or so free resources

anyone you can use to accomplish you own goals
online.

Make Money Giving This Report Away

Wanna give this report away? It makes you look good to others and we'll even **pay you!**

You are **not allowed to allow others to download this from your website,** but you can give it away.

Here's how:

1. Sign up for our FREE partners program here:

<http://www.All-In-One-Business.com/partners>

2. Tell people about the report and SEND THEM TO THIS LINK:

<http://all-in-one-business.com/cgi-bin/at.cgi?a=999999&e=/30>

Make sure to replace the 999999 with your own affiliate ID.

Every time someone downloads a copy of this report they will **automatically** have your affiliate ID encrypted onto their machine and be shown our sales page. When they purchase a product from us later—as long as that cookie remains on their machine—you will be paid a commission!

A. Kevin Bidwell
All-In-One-Business.com

A. Kevin Bidwell has been called an "Internet Phenomenon."

After spending more than a dozen years as a business consultant, trainer and speaker, he started his site [All-In-One-Business.com](http://www.All-In-One-Business.com) two years ago and quickly became one of the top sites on the net for low-cost, high-profit small business strategies all in no-nonsense, easy to digest language.

Over 100,000 people read his weekly newsletter [I-Marketer](http://www.All-In-One-Business.com/s) [You can subscribe here: <http://www.All-In-One-Business.com/s>] and he has helped hundreds of people start their own profitable Internet business. His articles are syndicated to more than 1,000,000 people each week.

He works with Internet beginners through his Success Secrets course which can be viewed at his main site ([All-In-One-Business.com](http://www.All-In-One-Business.com)) and works individually with clients on a fee basis. In May, 2003 Kevin released a wildly popular report on developing a Passive Income online which can be see here: [All-In-One-Business.com/passive](http://www.All-In-One-Business.com/passive)

From 1985 to 2001 Kevin spoke before audiences totaling over 200,000. In 2001 Kevin gave up most public speaking to be home more and to concentrate on his one-on-one clients and students.

You are likely to find Kevin working from his small office in Williamsburg, Kentucky or spending time with his family on their farm.

Kevin enjoys working closely with his clients and students, and is well known for giving each his personal attention. He lives by the motto:

I Don't Succeed Until You Succeed!

If you would like information on becoming one of Kevin's personal clients, give his office a call at (606)539-0091. Please understand that since he gives personal attention to each of his clients, his time is often booked up a few months in advance.

The Challenge:

Starting from ZERO and with NO RESOURCES (no reputation, no product, nothing!) to pile up AT LEAST \$5,000 in cash by the end of 30 days.

Assumptions

Before I begin to answer "what I would do," I wanted to make the challenge just a little harder. After all, I live in Kentucky and we have never been known for making things easy. I also wanted to make this challenge a little more realistic from my perspective.

My goal is to be **paid**—not just earn—\$5,000 in thirty days. After all, if my income, business and bank accounts were all instantly gone, I have to do more than "earn" the money. All that stands between me and not feeding my family, losing my farm and being out on the street is 30 days.

\$5,000 will take care of the urgent bills while I rebuild my business.

I am going to use the following assumptions (because these will make it approachable for almost anyone on the net, not just those who have special skills or contacts):

1. I have no knowledge of HTML or any other programming or web construction techniques—I am a total "newbie."
2. I have somehow lost all my friends in the process of losing my income, so I can't depend on them for a loan or for help in marketing my business.
3. I am flat broke—not one dollar to spend on starting my business.
4. My credit cards are all maxed out!

5. I am starting on a Monday morning.
6. I will work only six days per week, 12 hours per day.

Day One, Monday - Creating My Strategy

I would begin by taking time to reflect on where my life is, has been and is going. I know that I have been in tight spots before and have always overcome and I would take time to remind myself that I have what it takes to deal with and overcome this obstacle as well.

Then I would talk with my family. I would reassure them that this is a temporary situation, remind them we have been in tough places in the past and always overcome and inform them I would need concentrated work time from 6 am (I'm an early riser) to 6pm every day, six days a week for the next 30 days.

Here is the goal: \$5,000 profit in my pocket in 30 days.

This is a huge goal. Despite what sales pages may often claim (*you don't really believe all that do you?*), making \$5,000 in profit in any 30 day period takes most people at least a year to achieve—if they get there at all. This will take a solid plan with perfect execution (and maybe a little luck!) to accomplish in just 30 days.

Here are some things I already know about accomplishing this (you may not know these things yet if you don't have experience online):

- 1) Affiliate programs are out unless they pay immediately since most will not pay for sales made on days 15 or later until the middle or end

of the following month, and I can't wait that long for my money.

- 2)The same would be true of most payment systems like ClickBank: a sale made on day 25, for instance, would not be paid until 15 days past the end of the month, **more than two weeks late** for my purposes.
- 3)If I get my own merchant account, it will take only two business days for sales to be credited to my checking account.
- 4)I will have to come up with some "operating capital" fast—there really isn't any way to avoid some expense, and I am FLAT BROKE.
- 5)I need a product I can earn a net profit of around \$25 or more on and make at least 200 sales in order to meet my goal.
- 6)200 sales result from 20,000 targeted visits to a sales page with good follow-up (this assumes a 1% conversion rate).
- 7)20,000 targeted visits come from 40,000 people reading a recommendation **by a trusted newsletter editor**—if they received the recommendation **on a Friday**.
- 8)About 25% of the subscribers to a newsletter actually open and read a given recommendation. This number decreases sharply as a subscriber's time on the list ages (i.e.: 50% or more for subscribers in their first month, 5% or less after six months.)
- 9)Digitally delivered products are the easiest to sell and have the lowest "per sale" costs, allowing for more profit per sale for me. This

means I will focus on a software application or eBook that can be sold for around \$50 and easily downloaded by the customer.

10) I can get hosting for free as well as my merchant account, but I will have a number of expenses to deal with. I need to have about \$250 just to make sure I have money for everything I need. I will do a yard sale to get this money.

11) Many more sales result from 3-4 mailers rather than a single one.

So, I take all these things into account as I make my plan. **I plan backwards, starting with the end goal, taking into account the time each of these will take.**

I will also endeavor to build my own list in the target market as large as possible so I can offer them my product at a reduced "before it goes public" rate. This will offer them the chance to purchase **one week** before the general public. If I can build a good-sized list I with some credibility, I can get as many as half to visit my site and many of those will buy from me.

Here is a timeline of how everything will break down:

<u>Target Date</u>	<u>Activity Completed</u>
Day 30, Tues	\$5,000 total cash profit placed into my account. Big Party!

Day 28, Sun 200 Sales must be completed (See 3 above).

Day 28, Sun Follow-Up mailer is made to people who were mailed on Friday (see 11 above).

Day 26, Fri My product is recommended to a total of 250,000 subscribers by a number of respected newsletter editors (See 7 and 8).

Day 25, Thu A "last chance" email is sent to my subscribers (See 11 above).

Day 24, Wed A total of 250,000 subscribers receive a "pre" mailer telling them about the coming mail on Friday (See 11 above).

Day 22, Mon A follow-up mailer is sent to my list (See 11 above).

Day 19, Fri A sales mailer is sent to my list (numbering about 2,000) , 50% of those visit the site over the weekend resulting in 10 sales (See 11 above).

Day 18, Thu Everything is completed and tested, ready to go.

Day 17, Wed I write follow-up emails.

Day 16, Tue I write the sales letter text.

Day 15, Mon I begin sending the eBook or software to editors for their review.

Day 15, Mon I complete the product (either software or eBook).

Day 7, Sun Yard sale complete with \$250 profit.

Day 4, Thu While I continue to work on my product and contact joint venture partners, I also put together some free advertising for a yard sale to be held over the weekend.

Day 3, Wed Begin contacting possible joint
 venture partners.

Day 2, Tue I research market and product choice
 and begin creation of the product.

I now copy all this down into a check list for me, this time starting with day two and ending with day 30. (Not everything we do in Kentucky is backward.)

This timeline leaves very little room for error and will require a ton of concentrated work. I need to make sure I walk every day and keep up my spiritual routines as well so I don't get discouraged.

Day 2, Tuesday - Research and Product Choice

I begin today by putting on my Yankees hat backwards. For some reason wearing my Yankees hat backwards (fitted cap, size 7 5/8" with a black and white motif) just makes me think better. While those of you following this plan can skip this step, you are much more likely to succeed wearing anything with a Yankees logo.

Mets fans will never succeed. Sorry. You might as well quit now.

I then visit a few ezine (online email newsletter) directories. I am looking for a group of ezines all based around the same topic that have a combined readership of at least 500,000—and over 1,000,000 would be better. In addition, that group needs to be in an area that I am either interested in or know something about. I don't want to just visit individual ezines, I need a list of many ezines all in one place.

I use the list of ezine directories compiled here:

<http://www.All-In-One-Business.com/directories>

I look through the directories and make lists of possible topic areas. This takes me 3-4 hours.

Then I brainstorm. I search the web using my favorite search engine, seeing what types of products and services are out there already for my target group. I look especially hard at software and ebook offerings.

I also visit (but do not post) to forums and newsgroups related to my topic. I am looking for the questions being asked, the specifics discussed. I spend an hour or two doing this.

Since I am a complete newbie, I don't know how to find or use forums or newsgroups. I use the tutorial here to find out how they work:

<http://www.All-In-One-Business.com/newsforums>

While all that is still fresh in my mind, I begin to brainstorm ideas that might meet a felt need in one or more of these target groups. Here are some examples:

<u>Target Group</u>	<u>Idea</u>
Arthritis	How to Reduce Arthritis Pain by 58% Without Taking Dangerous Drugs
Weight Loss	How to Effortlessly Lose 1 Dress Size in 30 Days - and Look 10 Years Younger
Athletes	How to Increase Your Bench Press by 30 Lbs in 30 Days
Athletes	Software to Automatically Produce a 40-30-30 diet plan and recipes in seconds

Marketing	How to Sell More of Your Product in the Next 30 Days than you Did All Last Year—and with Half the Effort
Marriage	How to Save and Divorce Proof Your Marriage now—Even if Your Spouse has ALREADY Filed
Family	How to Raise Obedient, Confident Children with less effort

I write down as many ideas as I can—the goal here is **quantity, not quality**. I don't judge each idea yet—I just get as many ideas as possible.

One tool I use for brainstorming is a headline generator. I can download one free here:

<http://www.All-In-One-Business.com/headline>

The goal here is to come up with a **BIG IDEA**—an idea that has high appeal to my target audience. Once I have created 20-50 ideas, I weed out the ones I know are impossible or impractical to provide, and focus on the best 4 or 5.

Here comes the hard part: Choosing the one idea I will use.

I know I can get a small piece of software written for \$150-500. Obviously, the more complex the software, the higher the price. One way to reduce the cost is to see if I can do some or all of the work myself. While I am not be able to write the program to create a menu plan, I can create the data base my programmer will pull the information from.

There are also several online sources of scripts that someone who has minimal skills can modify to

create a unique product. I take a look at the list here:

<http://www.All-In-One-Business.com/software>

If I choose to sell an eBook, I can do that myself. If I wasn't confident in writing on my own, I would need to hire someone to do it. If I wanted an eBook in the 150 page range, I might be able to get it "ghost written" for an upfront amount as little as \$1,000. Since I'm broke, this isn't an option. If I couldn't write I would consider offering a "per copy" royalty to the writer. This would allow me to pay only for books sold, and might just get me a great ebook at a very reasonable price. Here is a list of places to find writers:

<http://www.All-In-One-Business.com/writers>

The best course of action for this project—since we are assuming poverty—is to either barter the programming/writing or do it myself.

By the end of Day 2 I have settled on a BIG IDEA ebook or software utility.

If you are following this plan, use my special **Reader Hotline** to tell me what big idea **you** have chosen. I'd really like to hear from you:

<http://www.All-In-One-Business.com/hotline>

The hotline is like the commissioner's phone to the bat cave—it gives you a direct line to me!

One word of caution here: If you **are** following this plan, don't fall into the trap of being too broad with your idea. "How to Live the Rest of Your Life in Perfect Health" is waaaaaayyyyy too broad. "How

to Lower Your Cholesterol by 40 points THIS MONTH" is not.

Another word of caution: Never tell your wife or girlfriend you think she is too broad. Trust me on this one.

Day 3, Wednesday - Work on Product, Contact eZine Editors

Create a Newsletter

I begin by creating an ezine to complement my product. What I mean by this is **NOT** an ezine that says "Hey product, you really look good in that dress..." Instead I am saying that my ezine should appeal to the same target group and lead them naturally toward my product.

I choose a name for my ezine—I want it to be descriptive of the type of content I will have and related to the topic of my product.

For example, if my product is the "How to Save Your Marriage Now" eBook, then I want to call my ezine "Marriage Builders."

I then sign up for a free autoresponder account. I use FreeAutoBot.com because it doesn't begin with an advertisement. I try to use MarriageBuilders@freeautobot.com so my responder name relates to my newsletter choice.

Next I outline a series of 7-14 articles about the topic of my BIG IDEA. It is important that my series have a catchy title: "Seven Steps to a Great Marriage" would be a good series (for a marriage related product, if you are selling an ebook on fine tuning your Harley V-Twin, it probably isn't...)

I then create a short welcome message for my new subscribers. I also mention that as a **free bonus** they are receiving my valuable series "Seven Steps to a Great Marriage" over the next seven days. I write the welcome message in my favorite word processor, save it, then copy it to notepad, inserting a carriage return every 60 characters so that it shows up properly in everyone's email.

This welcome message will be loaded into my autoresponder as **message one**.

Next I write the first of my seven "Seven Steps" course this morning. I create it with my favorite word processor, save it, then paste it into Notepad, placing a hard carriage return every 60 characters. Once I have done that I load it into my autoresponder as message **two**. It should be about 250 words.

Why am I doing this? I need to start getting targeted prospects to **my own** newsletter. This is the first step. I am also going to let ezine editors I contact offer this to their own lists to also increase my subscriber base. In this way I not only build my list from original contacts, I am also building my list by "borrowing" subscribers from them.

Start Getting Free Subscribers

There are a group of companies that will send me subscribers **free** every day in return for running ads for the new subscribers in my ezine. I register with each of these and they begin sending me subscribers every day. I use the list of them here:

<http://www.All-In-One-Business.com/coops>

One thing I notice about these subscribers is they are almost all in the Internet marketing arena. Unless I have chosen a product that is as well, many of them will unsubscribe pretty quickly. I will still keep a few, and they are free. Here in the mountains we like to day, "Free is a good price—even on Sunday." (I'm not really sure what that means.)

Contact Editors

Now that I have my ezine started, I need to go back to the directories I looked at yesterday and begin making a list of editors to contact. This is a three step process:

1. Identifying the target ezine in the directory.
2. Visiting the ezine's home site and signing up for the ezine along with collecting any contact information about the editor (name, address, phone number and email).
3. Completing the double opt-in process if they have one.

While I am re-visiting each directory, I make sure to register my new ezine under the appropriate topic(s)!

Then I begin contacting editors and telling them about my ezine and the book (or software) I will be releasing later this month. I explain I not only wanted to give them a free copy of my product, but also wanted to "meet" them (online) because we share a common theme.

If I was nervous about contacting possible joint venture partners, I would refer to the tutorial here:

<http://www.All-In-One-Business.com/jvtutorial>

If you are a little nervous about this step, it's really OK. I think one of the things no one seems to realize when they first get online is that people online are just people. Contacting a webmaster is just like contacting anyone else. Some of us are jerks, some of us a really great people, most of us can be both at times.

I do have a rule: Life is too short to work with jerks. If I contact someone—whether it is by phone or email or in person—and they act like a jerk, I just choose not to do business with them. Life is too short to churn up my life dealing with jerks. And Mets fans.

I don't spend more than half my day doing the above activities—I want to make sure I put in a good deal of effort on product creation!

I spend the rest of the day working on my new product. **WOO WHOO!** As we say here in Kentucky, "I'm happier than a pig in slop."

Day 4, Thursday - Product Creation, Contact Editors, Prep Sale

Today I write another article for your autoresponder series and load it into my autoresponder as **message three**.

I continue to contact ezine editors and create your product.

I also create posters and other free advertising for this weekend's **yard sale** to raise some working capital. We have a local radio station that I can

call in and announce my sale for free, so I do that.

I recruit my boys (14 and 17) to put up posters all over town. It embarrasses them terribly that we are selling all our "junk" to strangers. I call it a "character building experience." They'll someday need therapy.

Day 5, Friday - Product Creation, Contact Editors, Prep Sale

I write **messages four and five** of my series and load them into my autoresponder (I do two today since you will miss a day over the weekend.)

I continue to contact ezine editors and create my product.

I continue to prepare for my yard sale. (How much is a broken lamp worth these days? How about an "only used once in 1988" waffle iron?)

Days 6 and 7, Weekend - Yard Sale

I hold a yard sale! What fun! **Make \$250 total.** I burn the top of my head in the hot sun so I spend the next week looking like a cross between a bowling ball with leprosy and a snake shedding its skin-head first. **Note to self: Buy hat!**

I write **message six** and load it into my autoresponder.

Day 8, Monday - Product Creation, Contact Editors

I write **message seven** and load it into my autoresponder.

I call my bank and find out the requirements with them for opening a business account. They tell me I need a "DBA" account. Being from Kentucky I immediately assume DBA stands for "Dollars Bubba Acquires" but they tell me, to my surprise, DBA stands for "Doing Business As." In other words, I need to open an account as Kevin Bidwell "doing business as" Marriage Savers.

They send me to city hall to get a business license.

You have to appreciate what city government is like here in Williamsburg. If you are the right age and you watched American TV (or reruns) you will remember "The Dukes of Hazard." If you can visualize Boss Hogg and his crew, you've got the picture.

I go to City Hall looking for the "Business License" department. I finally hit pay dirt in the office that takes city water and sewer payments. \$60 later I am now official.

I take the rest of the money earned from our wonderful sale—all \$190—and use it to open a bank account. I then take \$150 and apply that to my credit card balance.

If you are following this plan and don't have a card—or even credit—you can see some options here:

<http://www.All-In-One-Business.com/creditcard>

I then continue product creation and contacting editors.

Day 9, Tuesday - Product Creation, Contact Editors, Website

Now that I have some money, you can begin the process of setting up a web site!

I will need several things with my site:

1. Domain name.
2. Merchant Account.
3. Hosting (a parking place for your website.)

While fees for these normally range from \$150 to \$500, I go here and get them all, the only current fee being my \$8.95 for registering my domain:

<http://www.All-In-One-Business.com/hosting>

I choose a domain name that is memorable and that is descriptive of my product. Since I am creating a "single product site," I will want to have a domain name relating to your specific product.

I finish out the day by continuing to work on my product and contact editors. OK, this part is getting boring, but I have a deadline. I push through the boredom and keep working.

Note on the exciting world of Internet Marketing:

I love working for myself and I enjoy about 90% of the things I do each week.

But I do work.

In fact, almost everyone I know with a website works at it. And it's not always glamorous. Sometimes the work you need to do is tedious. Sometimes it is mentally, physically and emotionally exhausting.

But it's worth it—every time!

I now earn more in a **bad** week than I would make at any job. I have more personal and family freedom. My family has security that grows each and every week and is not dependent upon the whims of some corporate executive.

Day 10, Wednesday - Product Creation, Contact Editors

I open a paid autoresponder account so I can begin sending out a weekly newsletter. I will want to make sure the account has unlimited responders for one fee—I will want more than just one and services charging **per responder** can get very expensive. I look here for a list of recommended companies:

<http://www.All-In-One-Business.com/ar>

I need to put up a place holder page on your site. Since I don't have any HTML skills, I create an "instant" one here:

<http://www.All-In-One-Business.com/placeholder>

But I still have to get it up on my site. I go to:

<http://www.CuteFTP.com>

download and install their "windows like" file transfer protocol program. I call ValueWeb at (800)522-1093 and have them walk me through the process of uploading my page. They are very helpful—though the wait was longer than I would have liked.

Once I have completed those tasks, I continue to work on my product and contact editors.

Day 11, Thursday - Product Creation, Contact Editors

I load the email addresses from my free autoresponder account—as well as the messages—into my new autoresponder. I will need to wait another 7 days before deleting the free autoresponder to make sure everyone that was “mid-sequence” is completed.

I then re-direct all of my ad coops and other promotions to the new autoresponder address.

Once I have completed those tasks, I continue to work on my product and contact editors.

Day 12, Friday - Product Creation, Contact Editors, Newsletter

I begin the day by writing my newsletter. It should have a brief personal introduction followed by a short, 250-400 word article written by me on the topic for my site.

I send it out to my subscribers.

I load the contact information for my editors (the ones I have had some agreement or positive response from) into another autoresponder. I go ahead and get this done since I will be sending out an email to all of them soon!

Once I have completed those tasks, I continue to work on my product and contact more editors.

Days 13-14, Weekend - Product Creation, Contact Editors

I complete my product and begin “de-bugging” or “editing” depending on whether I am doing a piece of software or an eBook. I have a **mini-party** to celebrate the things being done!

I contact more editors about joint venturing with me.

Day 15, Monday - Final Version completed and Sent

I take the article I wrote for Friday's newsletter and submit it to article exchange groups. I get a list of groups and how to format my article here:

<http://www.All-In-One-Business.com/exchange>

I complete my product. If I am making an eBook, I will need to covert it from a Word file into a PDF file. I can do that free online:

<http://www.adobe.com/products/acrobat/readstep2.htm>
1

If I have time, I begin writing my sales copy. (See tomorrow...)

Day 16, Tuesday - Create Website Template and Sales Text

We are using the assumption that I know nothing about building web pages. Here is where the rubber meets the road. Somehow I've got to get a web page built-cheap!

I have to hire someone to do it for me. It will cost me about \$50 - \$150 for a basic, five page site. We have a list of **cheap** web designers here:

<http://www.All-In-One-Business.com/webdesign>

If I wasn't on a strict timeline (30 days) I would learn how to make basic web pages myself. For this project I won't need anything fancy, just a basic site. I will need the following pages:

1. Main sales page
2. Order page (this integrates with your payment system)
3. Contact Page
4. Frequent Questions Page
5. Legal Disclaimers Page (optional but recommended)

These pages are simply text pasted into a template (except for the order page.) My web designer will need some basic information from me and the content for each of the pages.

I go to the page and pick the \$50 sales page option. I may be \$50 poorer, but I am about to gain a website! They tell me it will be 1 business day from the time I give them my information for it to be complete.

To set up tracking for my joint venture partners—I can't afford the software—I use the free method outlined here:

<http://www.All-In-One-Business.com/cookie-track>

I pick up a free customized logo for my website here:

<http://www.All-In-One-Business.com/graphics>

Now comes time to write my sales copy. I use this sales copy tutorial to create the copy for my page:

<http://www.All-In-One-Business.com/copy-tutorial>

I also get this great free eBook from Joe Sugar and read it to give me even more ideas:

<http://www.All-In-One-Business.com/sugar>

I spend the rest of the day "tweaking" my sales copy and then I send it to my web designer to put into my page.

Day 17, Wednesday - Write Follow-Up Emails

Today I send a "pre-mailer" to my own list, now numbering about 2,000, telling them I am going to send them a special email on Friday and to be looking for it. It's brief and personal. Here's what it says:

|firstname|

Just wanted to let you know I will be sending out an important special announcement Friday. I wanted to make sure you caught it.

I think it is exactly the type of thing you have been looking for |firstname|

Be looking for it and let me know what you think.

Have a good one |firstname|

Kevin

PS: Be sure to let me know what you think—and if there is any other way I can be of service to you!

Here I set up my order page as well. I want to (originally) offer my eBook to my own list at 50% off, so I call Card Service International and they walk me through the steps of putting all the right codes on the page to get that done. Despite my ignorance, they are incredibly patient.

I will change it back when the sale is over.

Having a series of autoresponder follow-up emails will greatly increase the number of sales I make. I spend the day creating follow-ups and loading them into a new autoresponder. I set up one on a one day delay, and one each at 3, 5, 7, 14, 30, 60, 90, 120 and 150 days. I download this sample series of messages and adjust them to my product:

<http://www.All-In-One-Business.com/followup>

Day 18, Thursday - Tie up All The Loose Ends!

I take this day to make sure everything is done and ready to go! Tomorrow I start making sales!

Day 19, Friday - Send Out Your Sales Mailer

I begin the day by sending out a sales letter to my own list. It goes something like this:

|firstname|

Kevin Bidwell from Marriage Builders here..

I just completed a great ebook that will help build **any** marriage, and I wanted you to have a "pre-release" look. It will be available to the public next Friday, the 26th.

Writing this was an amazing experience. For instance, I was able to uncover a cutting-edge technique that restores joy and fulfillment to marriages on the brink of divorce—and it works even when one spouse has become totally disinterested.

[One now-happy couple I told about this technique credits this single piece of information with restoring their marriage—even after they had already filed for divorce!]

I want you to take a look at it and tell me what you think |firstname|

<http://www.MyLink.com>

Thanks

Kevin

PS: I am only going to leave this page up until Monday, so be sure to visit today and give me your feedback |firstname|

<http://www.MyLink.com>

The special sales page I created for them offers them the book (or software) for 50% less than I will be offering it to everyone else--\$25 instead of \$50. Because these people are all my own subscribers, I still end up making the same \$25 per sale.

Days 20-21, Weekend - Make Sales, Answer Emails

I should make my first 10 to 20 sales this weekend.

Day 22, Monday - Send a Follow Up Mailer to your List

I send a follow-up mailer to my list to tell them I will extend the "sale" through Friday.

I send out personal confirmation emails to all the editors I have lined up along with their individual tracking codes. I modify the sales letters I wrote for myself and send the letters for them to send to their lists on Wednesday, Friday and Monday.

Day 23, Tuesday - Answer Emails and Process Sales

I answer emails and process sales!

Day 24, Wednesday - First Mailer by Joint Venture Partners

This is where the JV partners send out the "pre-mailer" to their subscribers. Total number of subscribers sent out to: 250,000 or more.

Day 25, Thursday - Answer emails and Process Sales

I answer emails and process sales!

Day 26, Friday - Major Mailers Go Out!

JV Partners send out the sales letter to all 250,000+ subscribers, resulting in about 20,000 or more visits and 200 sales over the weekend! I am busy keeping up with the sales as well as tracking who sold what (because I don't have automatic tracking in place, I have to keep track of who sells what by looking at the receipt.)

Day 28, Sunday - Follow-up Mailer Goes Out

My joint venture partners send out a reminder email.

This "reminder" email will boost sales for Sunday and Monday.

Day 29, Monday - Calculate Total Sales

In addition to answering my emails and processing the continuing sales, I will also want to figure out if I made my \$5,000 yet. Over \$10,000 in gross receipts should hit my account tomorrow.

Day 30, Tuesday - Get \$5,000, Have a Party

I will get together with my family to **have a little party over** our success. A cookout with some huge steaks might be nice! (OK, now that I'm 40 maybe some boneless chicken breasts...nah, I think this calls for steak!)

Months 2 through 12, Ongoing Sales and Growing the Business

Creating a flood of traffic and sales would mean that I would have enough momentum to receive another 100 sales or so in month 2, netting me about \$2,500. Here is what I would do to increase that amount each month as well as build up my business in terms of traffic, sales and profits:

Ongoing

I will create clever ways each month to recruit more and more targeted subscribers to my list. Building my list would be my number one priority. If I was in an average niche market, I will develop a list to 25,000 within six months. In a larger market, I will get it to 50,000 in six months and 100,000 in the first year.

I will also recruit one or two new affiliates each month to sell my product, doing enough to maintain a level of sales above 75 per month of my initial product.

Every three months I will create a new product and offer it through my affiliates.

I will also create or secure some higher-end products and offer them to my customers. Since my original product is fairly inexpensive, I will

want to give them opportunities to spend more money with my company.

I will use every opportunity to "brand" myself and my company. Free advertising, press releases, participating in forums and newsgroups will be a regular routine.

Monthly

At the beginning of each month I would choose a product being offered through an affiliate program which is highly targeted to my subscribers. All of the articles I run that month will be tied to the topic of the product.

In week three, instead of a newsletter, I will run a promotion for the product.

If I have chosen my product wisely, this will result in a return of between 5 cents and 20 cents per subscriber on my list. Of course this adds to the money I make from sales of my personal products.

Following this routine I should be able to dominate my chosen market.

Conclusion

I think if I had read this chapter before I was on the web, I wouldn't have believed it would work...

After all, the idea of making \$5,000 with no investment in 30 days time seems not only improbable, it's a little ridiculous. I can prove to you it is possible—though not easy. How do I know? **These are the exact methods—with very small modifications—I used to successfully launch my Passive Income Report in May, 2003.**

The results speak for themselves: Over 200 sales in the first two weeks, with over 300 sales in the first 30 days. **This was from a 60 page report I carefully wrote and positioned.** My gross profit was over \$7,500 in the first 30 days.

Now, I will admit I have some distinct advantages over someone who is just starting out, but look at it this way: **What if someone just starting out makes half or even 10% that much in his first month?** That is still a huge first month profit compared to almost any other type of business you can start.

When it comes to business: Now is the time and the Internet is the place to begin.

If you want to follow this plan, here are the sticking points I see coming up for most people:

1. **Choosing a product with little or no potential.** You need to have something you can position as unique to its market, not the "same old thing."
2. **Getting bogged down by technical things.** If you have to hire something done, just do it.

Don't let the technical things keep you from getting sales made. If it is going to cost you \$100 to pay someone to do something, figure out a way to come up with the \$100 rather than put your dreams and goals on hold.

3. **Not taking the time to contact possible JV partners properly—or being intimidated by the task.** Joint Venture partners are your key to success **period**. Take time to get to know them and listen to them. They will make or break you.
4. **Most important: Giving up when things don't go as planned.** The people who succeed online are the people who see themselves succeeding. They aren't focused on past failures or future threats. Those who fail give up because they stop believing they can succeed. You will make some mistakes, you will likely get ripped off from time to time, but if you learn as you go you will succeed.

If you have any questions you feel I or my staff can help you with, contact me on the **Reader Hotline** I'd love to hear from you:

<http://www.All-In-One-Business.com/hotline>

Remember: I don't succeed until YOU succeed.

To see how others have answered this challenge, I would recommend taking a look here:

<http://www.All-In-One-Business.com/timknox>

Make Money Giving This Report Away

Wanna give this report away? It makes you look good to others and we'll even **pay you!**

You are **not allowed to allow others to download this from your website,** but you can give it away.

Here's how:

1. Sign up for our FREE partners program here:

<http://www.All-In-One-Business.com/partners>

2. Tell people about the report and SEND THEM TO THIS LINK:

<http://all-in-one-business.com/cgi-bin/at.cgi?a=999999&e=/30>

Make sure to replace the 999999 with your own affiliate ID.

Every time someone downloads a copy of this report they will **automatically** have your affiliate ID encrypted onto their machine and be shown our sales page. When they purchase a product from us later—as long as that cookie remains on their machine—you will be paid a commission!