

# Making Money Online

## The Simple Truth

### Not What You Want to Hear

### What You Need to Hear!

In this book I am going to be brutally honest and frank about what you need to do in order to succeed online. I am not going to sugarcoat anything and as the title says, I am going to tell you what you need to hear and not what you want to hear. Whether you choose to hear it or not is entirely up to you, but keep in mind that I am making a good living online and I have been doing this since 1999, so I do know what I am talking about and I am more than happy to share my knowledge with you.

Let me say one thing before you get into this book. **Yes, you can succeed online, it will not be easy and it will not happen overnight, but you can succeed.**

Grab yourself a soda or coffee or other beverage of choice and get the truth about online marketing. This book is only about 16 pages long for a reason. We want you to read it cover to cover and we want you to read it several times cover to cover.

**Let me start by telling you a little about myself.**



My name is Darryl Graham and I am the President and Founder of [ISORegister, Inc.](#) I have been working online since 1999 and I have made some of the worst mistakes anyone can make, but fortunately I have made more positive decisions than negative ones and my company is doing very well.

I was in corporate marketing for nearly 20 years before coming online. I left corporate marketing in early 1999 because I was making too much money. Sound strange? It's true, but I don't say this to brag. I paid my dues by working 18 – 20 hour days, traveling all over the place, not ever really having a personal life and I was paid very well for my abilities. I knew that if I did not get out when I did, I would get trapped with the money I was making and never get out and I would always be working for someone else.

I tried to quit several times and each time I was ready to leave, the company I was with would do something crazy like double my salary or give me other perks to keep me. It worked for a few years, but one day while on a hike with my dogs I conceptualized a way to use the Internet to help companies who were involved in something called ISO 9000.

That same week, I walked away from corporate and never looked back. My site called [ISORegister.com](http://ISORegister.com) was designed and I started hitting the bricks to tell people about my business. To make a long story short, even with this website, I was still traveling and getting my brains beaten by these companies who spent tens of thousands of dollars to acquire this ISO 9000 certification, but they would not spend \$59 to help promote it.

Never one to sit around and wait for things to happen, I rededicated my business to what I felt was a larger and more lucrative market...small and home based businesses. I kept the domain [ISORegister.com](http://ISORegister.com), and began to build a membership based site—keep in mind; this was in 2000 when membership sites were not cool.

Remember, back in the late 90's and really early 2000's, the Internet was all about free. You were supposed to give everything away and then sell banner ads to supplement your income. I realized back then that this business model was seriously flawed because there was no way you could have millions of sites all being paid for by advertising. Yes, it worked for radio and television, but there are only a handful of stations compared with the vastness of the Internet.

Well, hitting the home based and small business people was not any easier than the quality managers of the large companies I was dealing with in ISO 9000, but there were more of them and I am a very stubborn person and when I set out to do something, I am going to do it.

When I first started selling [ISORegister](http://ISORegister.com), I was selling it for \$6 per year and I was giving a second year free. Yep, \$6 for 2 years—Not much profit there I will tell you that...

However, I also knew business and I knew I was going to lose money for a certain amount of time. **Contrary to popular belief, you are not going to make money overnight and you are not going to make money with no work and you are not going to make money with no investment. It has never happened and it will never happen.**

I have invested over \$250,000 of my personal money into [ISORegister](http://ISORegister.com) over the years because I wanted to build something that nobody else had and I wanted to do it my way and while I realize that not everyone can invest that kind of money into their business, the good news is you don't have to. You just need to find something you can believe in, something you can use and something you will be proud to sell. And, stay away from the so called Guru's.

I have never liked the people who call themselves Guru's and in fact, these people are some of the biggest rip-off people online. All they do is sell anything to anyone, but offer no real tangible product or service themselves. Sure, they will tell you how much money they make, but ask them how much money they have made for anyone outside their little circle of friends and you would get a blank stammering stare.

Ok, enough about these losers—I told you I was going to be frank... Things were not easy for me in the beginning. I was cheated out of money by many consultants and copy writers, advertising agencies and you name it who promised the world, but only produced dirt.

One of the big problems online is that anyone can start an Internet business today, cheat and steal from anyone for a month or two, close down and start a new site the

next month and do it all again and you will never know who they are, or where they live and you will never get your money back.

I am like a bouncing ball, throw me against the wall and I keep coming back for more, and if you are going to run your own business, you have to have that kind of tenacity. When the going gets tough, the tough get going and you cannot stop until you accomplish your goals—whatever they might be.

Alright to finish up about who Darryl is, I kept at it, I kept making and building sites and adding them into my system. Yes, I had setbacks, but everyone does and I kept going and building and believing in what I was doing. Today, [ISORegister](#) has over 8,000 clients and we continue to grow and change and add and work to make our system the best it can be.

We do not rest on yesterday because yesterday is gone and our 8,000 clients can be gone in an hour if we get complacent.

One of the reasons I am writing this book is because I have a lot of contact with my clients—yes I do take phone calls from them and I learn more from them collectively, than they learn from me. I hear what people are doing and what they are not doing. I know the mistakes they are making, because I have made the same mistakes, and if just a handful of people read this book and don't make some of the mistakes I have made, then this book will have been worth it.

Now, let's jump in with both feet and get started on the ways to make money and the fallacies you are going to encounter on your way.

### **Get Started Now!**

First of all, Get Started Now! Yes, you need to get started building your business now, today, this hour. Do not wait until you are unemployed or retired or mad at your boss or need immediate income. Do not wait until your favorite television show is over or the dog has been walked or you finish your coffee. You need to start now, you need to tell yourself that you are going to succeed and you are going to make it work and you need to get moving in a positive direction.

Everyday, I get calls from people who tell me they need to make money right away because they lost their job or they have a sick spouse or whatever and everyday, I tell these people that I cannot help them and to go back to the traditional workplace. If you get nothing else from this book, **please understand that you are not going to make money immediately online.** I am not saying this to discourage you; I am saying it to maybe save you some money and time. If you think you can make money immediately, you are wrong. Nobody does and nobody has and if they tell you differently, they are lying to you so they can make money off you.

**Here is a helpful little hint: If you want to make fast money, drive down the road at 60MPH and throw a dollar out the window and you will make fast money, but aside from winning the lottery at the millions to one odds, this is the only way to do it.**

Again, I am not trying to discourage you with your online marketing—you can make it, but you cannot make it fast. Microsoft took years to make a profit, McDonalds lost money for years before they made it big, Dell computer lost money when he first

started, and you can look at any successful company today and you will find they lost money before they made money.

**Answer this question: If you had a company where you could do no work and just cash checks and make money, would you tell anyone about it? Of course not, you would just sit in your office all day and night and endorse checks. I know I sure would!**

However, I see these ads online everyday and I hear from people who have joined businesses like this every day. They pay \$97 or \$199 or whatever the fee is and they honestly believe they are just going to sit around and cash checks while someone else does all the work.

**Nobody is going to do all the work and let you cash the checks. It does not make sense and these types of companies are preying on lazy or ignorant people who have no business being online.** Do not fall victim to this type of scam. If you are going to succeed, it will take time and it will take money and that is the only guarantee online or offline for a business.

I see affiliate sales pages where the site will ask you if you want to make \$5,000 or more per week or month and then I talk with someone who is selling the product or service and they are not making a dime. In fact, these people selling that crap are some of the poorest people online. Remember, I was selling [ISORegister](#) for \$6 a year when I started and I had people tell me all the time they could not afford this. But I bet they had money to pay for their cable television and cell phone so they could talk to their friends while sitting at a fancy restaurant.

I have done exit interviews on people who quit ISORegister because they said they could not afford it. 93% of them said they have cable television and pay more than \$50 per month. 74% of them had a cell phone and were paying more than \$30 per month for that unnecessary service. That is over \$80 per month these people could have been using to build their online business instead of throwing it away on something that will not help them one bit.

One of the biggest problems with starting your business is investing in your business. You have to be willing to invest in your business and you have to be willing to give something up so you can invest in your business. Take some time and make a list of all the little things you buy or have that you could do without for a few months.

I bet if you add things up, you spend well over \$100 per month on non-essential items. That morning coffee from the coffee shop that overcharges for everything (I cannot name their name, but they probably have a star named after them), a candy bar, a bag of chips, bottled water from the convenience store, your cell phone, cable television, DVD rentals, etc.

If you cannot give some of these things up for a few months so you have money to grow your business, stop reading now because you don't have what it takes to be in business and the odds are extremely high that you will fail.

Did you know that 80% - 90% of traditional offline businesses fail in the first 3 years of business? Now, did you know that 80% - 90% of all online businesses fail in the first 3 months of business? It is true and they fail because they failed to plan and/or they had unrealistic expectations.

Now, the bright side to the above is that you can start an online business for a fraction of what it costs to start an offline business. And, while I am on this subject, keep in mind that when I mention your business, I am talking about “your business” whether you have your own website or you are an affiliate or you are involved in an MLM opportunity or whatever. It is YOUR business and you better start thinking like it is your business and take ownership of it psychologically and professionally.

Also, don't think just because you have a product or service that you think is the greatest in the world, that everyone will feel that way. Yes, you have to believe in what you are selling and believe in your business but don't set goals that are unrealistic or goals you cannot reach.

Once you have actual customers using your product or service and it is working for them, then you have reason to get excited because they will tell people about it, who will tell people about it, who will tell people about it, etc. Pretty soon, you have traffic and sales and income, but not profit, because you need to invest all that initial income right back into your business so you can get more people to your site and more users telling others about it and more people succeeding with your business.

This is the way you build your business. You get some clients and you help them and then you get more clients and you help them and soon you will have others selling for you because you have a good product. Remember the story: Give me a penny a day and double it each day and I will retire after a month. It is true and you can do the math on this, and the same principle applies to your business. Make a sale and put that income back into your business so you can make 2 more sales and put the income from both those sales back into your business and then you make 4 sales, etc.

After a few months or maybe even years, you can take a little for yourself but the majority of the money goes back into your business. You have to reinvest back into your business to make it grow. Businesses have been doing this for hundreds of years and it is the tried and true method to building a successful and long term business.

### **How do I get started and what do I sell?**

You get started the same way any business gets started. You set a plan of action in place and you work your plan. Scuba divers have a phrase they live by: Plan your dive and dive your plan. This simply means that you setup a plan of action and you follow that plan and you do not deviate from it.

Too often I see people who are involved with one company, product or service and they work it like crazy for 3 – 4 weeks and if they have not made any money, they quit working that program and bounce to something else that caught their attention. This is one of the worst mistakes you can make because if you don't have passion for what you are selling and if you don't believe it in long term, then nobody else will either.

A prime example of a company that lost its focus is AOL. They had the Internet cornered back in the late 90's because they created something that nobody else had and they made it easy to get and use. If they had kept doing what “brought them” they would most likely have ruled the Internet. But they started branching out in too many places and when they purchased Time Warner, they only went downhill. Not because Time Warner is a bad company, but because they lost their focus.

Once they did this, they were spread too thin and bad things happen when you spread yourself too thin. Now, AOL is still a major player, but they could have been to the Internet what Microsoft is to computers and software. Instead they are a company in disarray and they are losing millions of members each year to their competitors who stayed the course and did what they did best.

You need to find a product, service or program that you believe in and it does not matter whether it is vitamins, cars, coffee, hosting, cell phones, animals or whatever. You have to believe in what you are selling or you are not going to be able to sell it. It is also a good idea to own and use what you are selling. As one of the great sales teachers of this century says: "If you are going to sell Ford's, then drive a Ford and if you are going to sell Chevy's, then drive a Chevy"

If you came to my office and wanted to sell me a cell phone from Verizon, but you were using Nextel, I would have to question why and I would not buy from you. If you were not using what you are selling, then why should I.

Now, you have to be careful about this because some companies will carry this philosophy too far and require you buy their product in order to sell their product. Sometimes this can be good, but all too often, you are their customer and they don't care whether you make any money or not. I am not sure if this is still the case, but Amway use to operate like this. You had to buy a certain amount of their product in order to sell their product. Their sales reps were their best customers because the reps had to keep buying the product whether they used it or not.

If you like something and you use it, then approach the company and find out if you can resell for them. You will be a walking, talking testimonial for yourself and the product you are selling. Don't make the mistake of selling a product with the highest commission; sell a product you believe in.

### **How do I get Sales?**

This is the age old question of any business whether it is online or offline. The answer to this is not as easy as you might want and really depends on a variety of variables such as what are you selling, what is the selling price, what is your commission, how long does it take to sell the product, are the commissions recurring or one-time, etc.

Some products can be sold by placing a newspaper ad once a week, while others will need to be sold over the phone or face to face. Some products will take hours to sell and others it may take days or weeks. Before you do any online advertising, make sure you have a way to capture your prospects personal information such as their name, phone and email. You will want all this so you can stay in touch with your prospect so when they are ready to buy, they will buy from you. This is one of the greatest strengths of an Ad-free Autoresponder. You can stay in front of your prospects by permission based emails and when they are ready to buy, you are there.

The bottom line of how to get sales is there is no exact science for any one product or service. Marketing and advertising is all about testing different types of promotions and then once you know what works best you funnel more of your advertising budget to that particular type of promotion.

With this said the method of business building that has worked for decades and maybe even centuries is to build a prospect list, so let's talk about an opt-in or prospect list for a minute so you can realize the value of this aspect of your business. No, the Internet has not been around for decades or centuries, but a prospect list is just as important to traditional businesses as it is for online businesses.

Why do you think so many companies are creating free membership type cards that when used will save you money? Safeway, CVS, PetSmart, all the major airlines and many other companies have some form of a prospect list. They do this so they can send their customers special offers, track their spending habits, reduce their inventory and use Just in Time ordering so they only order what they will need based on the statistics they gather from their customers. It saves them money and it allows them to make more money.

Your prospect list can be a goldmine if you build it correctly. No, you don't buy leads and think you have a personal prospect list. You can buy leads and send them a message directing them to what is called a capture or landing page. (This is simply a page where you give prospects a little bit of information and the goal is to get them to agree to receive additional emails from you)

Let me tell you the story of Jeremy. Jeremy is a good friend of mine and one of the smartest online marketers I know. Jeremy started working online about 4 years ago and tried a variety of programs, without much success. Jeremy is as tenacious as I am and he kept at it, reading, reviewing and constantly testing different ways to build his company.

He started in 2004 building a quality prospect list around one of his sites and he offered a very value added site at a reasonable price. In less than 12 months, Jeremy has built his prospect list to over 12,000 people and he is now making a very-very good income online. Jeremy makes more in a month than most people make in a year.

He did not do this overnight, he did not cut corners, he spent a lot of money online, but it all paid off for him in a big way. He kept at it, he did not quit and I am very happy to see him achieve his success he fought to acquire.

You can be like Jeremy, but you have to want to and you have to start now as we said earlier. Building a prospect list can be tedious because it takes time, but there is also the snowball effect when building this list. The more people who subscribe to get your information, the more people will subscribe because your readers will talk about you to their friends and associates and if you give them good information and you do not constantly try and sell them something, they will read what you have to say and at some point they will buy what it is you are selling.

Just to give a point of reference, a well run prospect list is worth approximately \$1 per month per subscriber. Now when I say well run, I mean you are not sending a different offer each day to your list. I mean you give people good information they can use and you sell them only things you believe will help them.

Build a prospect list of 5,000 over the course of 12 – 18 months and you can look forward to an income of around \$60,000 per year. That is not bad money when you consider you will only work about 90 minutes per day to maintain your list and work with your prospects.

This is another way that you can use a good Autoresponder. You cannot mail this number of people from your Outlook or your PC; you need a professional ad-free Autoresponder where you can send your information and where prospects can opt-in to receive your information automatically and where they can also opt-out automatically.

You don't even have to wait until you have a product to start building your prospect list. Everyone has a story to tell and you can start telling your story to people so they can learn from your mistakes and expertise. Not everyone has the marketing experience I have, so I can offer my expertise in this area. You might have a background in accounting or painting, or collecting old bottles. So you use that information to form a bond with others on the Internet with similar interests. Remember, when you are dealing online, you are dealing with nearly a billion people and out of a billion people there will be thousands who have similar interests to you.

### **How soon will I make money?**

Ah, the trick question to end all trick questions. The answer is nobody knows. Some people get profitable in weeks, some in months and sometimes it takes years. For me, it took years, but I was also going about things very differently than most people, and I also had a large debt to overcome. I built a business from scratch with nothing more than an idea and desire and now I can work full-time online and I don't have to worry about working part-time jobs or where my next meal is coming from.

But remember, I started in 1999 and it is now 2005. But, this is what I mean when I say to get started now because if you don't, you will be sitting someplace in 2010 wishing you had.

**The best time to have planted a tree was 5 years ago; the second best time is today!**

The best time for you to have started building your business was 5 years ago, and the second best time is right now today. Are you going to wait until gas gets to \$5 a gallon or your commute is 2 hours or your company goes out of business before you start? Don't do it! You have to start now and you have to stick with it and you will make a success of yourself.

I was reading an article today where people are paying \$300 per month for a seat on a commuter bus. They have to catch this bus at 4:30 in the morning and they get home about 6 at night. Now assuming they only spend 30 minutes getting ready for work, they are spending 14 hours working for 8 hours worth of production. They are losing 6 hours of their life, ever single day. **That is 65 days per year that is gone from their lives forever!** Now the time is one thing, but they are also spending \$3,600 per year just to get to and from work.

If these people had half a brain, they would start working from home, and spend 14 hours a day on their own company and take that \$3,600 and invest in advertising. I can guarantee if they did this religiously for one year, they would be making more money online within 12 months than they are now, spending all that time and money away from home and their families.

Granted, not everyone can or will do this, but 65 days lost each year just to get to and from work. This means that over the course of 10 years, they are losing 2 full years of

life. This is just crazy and people do this all over the country because they just don't know any better or they are too afraid of success or they just don't think about it and nobody has shown them a better way. As you are looking to build your business online, keep this in mind when prospecting. Hit some of the 6 hour commuters with some simple facts and you can grow your business very quickly.

### **How much money will I have to spend?**

This also depends on the program, product or service you are involved with. If you are selling a high dollar service, and by this I mean something that costs more than \$500, then your start up costs will be more than if you are selling a product or service that costs less than \$50.

You should plan on spending a minimum of 60% of the cost of your product to get it out in the marketplace when you first start. If your product costs \$100, then you plan on spending a minimum of \$60 or more to get each sale. If you want to make 10 sales the first month, then you are looking at spending \$600 per month in marketing and advertising. This might sound like a lot now, but trust me it will all even out in the long run and you will come out ahead—way ahead.

Take my company for example. I know I am going to lose money for the first 3 months for each new member. I also know that over time, the majority of my members will stay a lot longer than 3 months. Let's say my marketing cost to acquire a new member is about \$67, but over time, each new member is worth several hundred dollars. I know this because I track my ad costs and I know the business.

Look at it this way: If a stock broker came to you and said, "Give me \$90 today and I can make you \$400 over 12 months", would you do it? Most people would because this is a very good return. The problem is that people cannot see this with their business, but if you spend money to make money and you have a valuable product that will benefit people, then you will make money long term by spending money short term.

So, turn the question around and ask yourself how much money do you want to make? Then work in reverse and figure out how much you are going to have to spend to get to that amount and you will do very well. I know that I could spend \$2,000 today and that \$2,000 would earn me a net profit over 7 – 9 months of over \$9,000. This is almost like printing money because if I want to make \$9,000, then I just spend \$2,000 and poof; I will get the money I want. So for me to net \$90,000, in the next 7 – 9 months, I simply invest \$20,000. Tracking your sales, knowing your market and following your plan are keys to your success. **You can do it!**

### **I want a guaranteed income, what should I do?**

In the short term, don't quit your day job. There are no guarantees online or offline. Just pick up the paper on any given day and you will read about layoffs and cutbacks. Working online is a way to guarantee your own future, but it is not going to happen quickly and it is not going to happen if you don't work at it.

One of the great things about creating your own business is you have nobody to fault but yourself as to whether you succeed or whether you fail. Some people do not want nor can they handle this type of responsibility. Unfortunately there are many people who only want to blame others for everything bad in their lives. These people have no

business working online and you are going to run into many of them as you build your business. No matter what happens they want to blame someone else.

With over 8,000 clients and growing, I know my system works, but almost daily I will get an email from someone who cannot follow instructions or who does not want to read, and they will tell me my system does not work. When I get these people I just cancel their membership because I know it is them and not us and at this point in my online career, I don't have to deal with people like this.

As you build your downline and start making sales with your program, product or service, you will run into these people. They will join your program or buy your product and then because of their own ignorance they will not be able to do what is necessary to make it work. The best you can do for them is to tell them to practice the following line: **Would you like fries with that burger?** Again, they have no business being online and no business trying to build a company because they don't have what it takes.

**And speaking of what it takes to build a business, below are a few of the traits you will need to be successful online:**

- 1) **Be thick skinned:** You can't be bothered by the little people who tell you that you can't do something or that your product, service or program is terrible.
- 2) **Be a self motivator:** When you come home from work, instead of turning on the television or going to a movie, you need to do some actual work on your business. The television is always going to be there, but if you choose it over your business, your business will suffer.
- 3) **Read as much as you can:** You never want to stop learning and educating yourself on marketing, business, advertising, etc. Keep up to date on what others are doing to make their business grow. **Read—Read—Read**
- 4) **Don't be a quitter:** If you quit, you lose. There will be tough days, but you have to look for the sunshine above the clouds and know that tomorrow will be better.
- 5) **Don't follow—Lead:** There are thousands of ways to make a business grow. Just because someone is doing one thing—which might work, does not mean it is the only way to get the job done. Never stop thinking outside the box and always strive to improve on all aspects of your business.
- 6) **Stay Positive:** When I quit corporate marketing, I had very few people in my corner. Most people thought I had lost it because of what I was giving up, but I looked at what I was gaining vs. what I was losing and this helped me get through the dark times.
- 7) **Give something up for something better in return:** My father always told me this and it stuck with me. I gave up a lot of things to get to where I am. But after getting to where I am, there are things I don't want to give up like spending more time with my little boy and wife. These are the things corporate would have taken away from me and these are the things I was not willing to lose.
- 8) **Prioritize your life:** Set aside a specific number of hours per day or per week that you are going to work on your business and stick to it. It is better to spend one or two hours each day over the course of the week, then trying to work 5 – 10 hours

on your weekend.

- 9) **Be an Otter:** If an Otter cannot have fun doing something, he just won't do it. Make your work fun, make your life fun and make your business fun.
- 10) **Believe in yourself:** You are the only one who matters in your business and you are the only one you have to answer to. Yes, you will have customers and affiliates buying from and working for you, but when all is said and done, you are the most important asset you have. If you believe, then anything can happen. But, it all starts with you and ends with you.

### **Do I need a website?**

The short answer on this is no, not in the beginning. You will most likely start off as an affiliate or a reseller for some company and this is a great way to get started because any company worth a damn is going to make sure you have everything you need to manage your business. They will give you sales letters, banners, an affiliate sales page, a back office where you can track your sales and clients, etc. If they don't, then find another company. You don't want to get thrown to the wolves, you want someone to show you the ropes and get you started in the right direction and then you run with the business.

Down the road you will want to get your own unique website address and build or have your site built for you because you will want to have 100% control over all aspects of what you do. Affiliate programs are great, and they are even greater when you totally control all aspects of what you are doing and how you are doing it.

Don't spend any money that is not absolutely necessary and if you get involved with a company and they tell you that you need a website and they want to charge extra for it, thank them for their time and walk away. Again, there are programs out there that make money off you by selling you all kinds of things you do not need and you cannot use. This would be like Pepsi selling you a drink and then charging you for the can. Yes, you are paying for the can when you get the Pepsi, but the cost is already figured into the price you pay for the Pepsi. If a company thinks you need to have a website, then they should include the cost into your initial fee so you know exactly what it is going to cost you to get involved with them.

### **I want to create multiple streams of income, how do I do this?**

This is another area where you will need to be very careful because the people who created this philosophy did this so they could keep creating different programs and selling to you. See, once they have you sold on one product or service, it is much cheaper for them to sell you something else. If they have another product to sell you, they will tell you that you are going to be creating multiple streams of income so you have checks coming from different places.

This is one of the things I made sure not to do with my company. I still have people paying \$6 a year for my service and they get the same tools and resources as the clients I currently have paying \$27.97/month. I did this because I believe in loyalty and those who were with me when I was nothing deserve to gain the benefits of all I created.

Now, don't get me wrong on this as the true sense of Multiple Streams of Income is basically a good idea as you don't want to put all your eggs in one basket. However, you also don't want to spread yourself too thin or try and be an expert on everything.

For example, I have clients who have come to me and asked me to review their websites because they are not making any sales. In looking at their websites, it is easy to see why they are not making sales and that is because they have 10 – 15 different programs or products on their web page. I am sure you have seen sites like this where there are links to dozens of places and you have no idea where to go or what to do.

**Remember: Give people too many choices, and they will choose not to decide.** This is a fact and it is as true online as it was offline where I first learned this.

So if you want to create multiple streams of income, do so but do so carefully and make sure you are selling complementary products so your prospect list will have an interest in something you have. For example, if you are selling vitamins, then find another product that you believe in that can complement vitamins such as health foods. You would not want to sell both health foods and chocolate because you would confuse your prospects—even if it is only mentally, you do not want to have confused prospects. Let them know what you stand for and who you are and what you are doing and keep everything simple for them.

### **I have been working online for months and have not made any money, why?**

Wow, this really is the million dollar question. The answer could be any number of things. You did not spend enough on marketing or you did not test your advertising, so you don't know what works and what does not. Maybe you are marketing to the wrong audience or you are being too pushy...and the list goes on.

I have people who come back to me and tell me my system does not sell. Well, I know it does and my client numbers don't lie but they will tell me they have tried and it does not sell. Without exception, when I look in their back office and check their stats, they will only have a handful of hits and I mean less than 10. 10 hits in the online world is like zero, because contrary to what other people are going to tell you, it will take between 400 – 1,000 cold hits to make a sale. And I don't mean these junk hits you buy, I mean actual people who go to your website and look at your product.

This is why a well run prospect list is so valuable to you and your success. Because a well run prospect list is a warm hit. Going back to what we said earlier that you can make one dollar per month for each prospect on your list. If you have a list of 5,000 clients and you send an ad for a product that costs \$30. Out of those 5,000 prospects, maybe 800 will click on the link you send them and of those 800, maybe 40 will buy. This will bring you about \$1,200 in profit.

Take these numbers vs. the cold hit scenario as shown above. You get 800 actual hits, 40 sales and \$1,200 in profit. 5,000 cold hits, you can expect between 5 – 12 sales or \$150 - \$360 in profit. Which would you rather have?

Warm hits from people who know you and trust you because you have helped them and given them a variety of free products they can actually use.

To condense what I am saying here. Start building your prospect list today and you will find a much easier road to success tomorrow.

### **Get the right tools for your business**

I am a fervent believer in having the right tools for the job. Whether that is a good computer, good online resources, a quiet place to work, a good phone, a pen that writes and paper and printer, etc.

If you are going to work online, get a good computer. You can get a nice computer for around \$600 and you can get a really outstanding one for a little over a thousand dollars. Buy a good computer before you even start online. Look at your computer as if you were going to start an airline. You would want the best and most reliable airplane you could afford because you only get one chance with airplanes. Well, if you get a cheap computer or you have an old computer, you are taking the same chances of crashing and burning as having an old cheap airplane.

I remember flying on a now out of business airline a few years ago and the airplane was older than me. This plane made more noises than two cats fighting in a closet and it was the only time on thousands of flights that I did not feel safe. Needless to say, I never flew them again and since they only lasted about a year, I was not the only one.

Your computer is your lifeblood online. Buy as much computer as you can afford and then make sure it is protected with virus software and you have the software necessary to run a business. Personally I use all Microsoft software because they are easy to use and they all work seamlessly together. Some people will not use Microsoft and that is their choice, and if this is you that is fine, but get something you can use to do the work you need to do.

Also, if you have high speed Internet access in your area—get it. If you are trying to use dialup to run your online business, you are wasting countless hours waiting for things to happen. This is like those people I told you about earlier who were losing 65 days per year commuting to their jobs.

Get good online marketing tools as well. Don't go for the free sites such as free Autoresponders if you decide to build your list. It is not worth it because you are advertising for someone else every time you send a message and your prospect list is not secure.

Remember that running your business is going to cost you some money up front. You have to plan for this and you have to budget for this. You don't need the most expensive computer or marketing system on the Internet, but get the best that you can afford as it will save you lots of money and time down the road.

### **One final thing to remember:**

Check all your emails and letters and anything else you do online for spelling and grammar. Some of the letters I get look like they were written by second graders. I can accept bad spelling and grammar to a degree from people where English is not their native language, but I cannot stand getting letters where people do not capitalize "I" or they have sentence structure that is terrible at best. Misspelled words and poor grammar reflects back on you and your business.

I have one associate who writes a newsletter and it is very obvious that he does not know what a spell checker is. This guy could be a multi-millionaire by now, and I would bet money that the reason he continues to struggle is because of his writing.

Here is a sample of an actual email I received. I have removed the site domain, and the person's name, but there is no excuse for this because spell checkers are free in every document program and all the email clients now have them as well. **Would you buy something from this person?**

Hi My site is stuck in on the promo page wiyh wed address

-----  
I have the image and wording on the site. I wantl my ual  
http://www.-----

this is the real deal that I will promote,  
The bammer is for ----- and what is the cost  
for website.ws/----- ?Banner I don\' want the banner very big.May  
be I am missing a few things.i AM NOT SURE..

### Let's Review:

- Yes, you can be successful online, but it is going to take time and it is going to take money and there is no way around this.
- Do not quit when the going gets tough. There will be dark days, but you have to see the light at the end of the tunnel and keep moving forward.
- Do not believe for a second that you can make money with no money and no work. It has never been done and it can never be done.
- If you find a product or service you want to sell or someone is trying to get you to join their downline, make them prove they are making the kind of money their website says they are making. I can guarantee that 97% of the affiliates out there selling programs that say you can make \$5,000 per week or month are not even profitable.
- Stop waiting for your ship to come in and go out and find it yourself.
- Get started now and stop waiting for the perfect time or place. Remember, you cannot wait for all the lights to be green before you start your trip.  
**Go on Red!**
- Cancel your cable television and cellular phone and use that money to grow your business. Did you know that most people spend more on those two items then they do on their online business! Can you imagine spending money on 2 things that are not necessary and will never make you a dime vs. spending a few extra dollars on advertising your business that can get you out of the commuting game.
- Make every day count. Do something every single day toward building your company or business.
- The best way to ensure your success online is to build your prospect list.

- Focus on one or two programs, products or services and give them your all for a minimum of 12 months.
- Track your advertising and know where you spend money and what the return is on all your marketing and advertising. This will help you long term and as you build a downline you will be able to get them moving in the right direction faster and less expensive than anyone else.
- Get the right tools for your business. If you are going to be online, spend the money and get a new computer and if at all possible, get high speed Internet. Cable, DSL or Satellite, but stay away from dialup.
- Believe in yourself and trust yourself to do what is right. Big shots are just little shots that kept shooting.
- Multiple Streams of Income are great, but if you give people too many choices, they will choose not to decide.
- You can do it and there are plenty of success stories online of people who made it, but not one of them made it with no work and no money. If people could make money for no money, then you would not be reading this and I would not write it because we would all be lounging on the beach with our little umbrella drinks in hand.

Get serious, use solid judgment when deciding what to buy and sell. If there is no phone number on the site you are looking at, go to the next site. Businesses who do not give you a phone number are not real businesses. They are out to take your money and then go on to the next person. No matter how enticing their offer, if they will not give you a phone number and will only deal with you via email, leave them and don't look back.

You can succeed online. I did and I made a lot of mistakes, but I did not quit and I did not get down when the going got tough. I don't have cable television and I just got a cell phone again after being without it for the last 5 years and the only reason I got one now is for security when I am out with my son.

You don't need a cell phone and you don't need cable television, but you do need to get started with your business and spend some advertising dollars to make it grow. This is the tried and true method of promoting any business whether online or offline. If you are going to succeed, then you better follow the tried and true business building philosophies that have been proven to work.

### **Overview on Prospect List Building**

Build your own prospect list! I don't care if you are promoting vitamins, coffee, microwave ovens or fish worms. Without a prospect list, you are dead in the water. You cannot buy a prospect list, you have to build it. You can buy leads, but you have to get those leads to a web page where they can give you their name, email and other personal information which gives you permission to send emails to them and then you send updates, announcements, special offers, etc.

You don't blast them with an ad a day, you don't blast them with the latest and greatest product or service; **you don't blast them with anything!** You nurture them and educate them on who you are and how you can help them and you build trust in them. You make sure you have answers to their questions and you support them however you can.

Eventually, they are going to buy something from you because you have gained their trust and you are there to support them. You cannot make money overnight and you cannot build a prospect list overnight. It takes time, it takes patience and it is going to take some money.

Sending people to your affiliate sales page so they subscribe to get information from the company you are selling for is not the same as building your own prospect list. You need to have 100% control over your prospects and not leave this to someone else. For this you will need an Ad-free Autoresponder and a landing page so people can subscribe to get more details from you. This gives you total control and then you can do as we mention above and start educating and getting to know your prospects.

So what are you waiting for? You can buy all the e-books you want, you can buy all the resell rights you want, you can buy all the software and downloads your computer can handle, but if you don't have anyone to resell those products to, you are wasting your time and money.

**Get started Now!**—Gee how many times I have said that in this book! Don't wait until you are laid off or you have to have money. Don't wait until gas is \$5 a gallon, and don't wait until you have time. You make time, you give up some television, and you disconnect your cell phone for a few months so you have some money to spend. You don't buy that bottle of water for \$1.50 or that candy bar. You make some sacrifices now for something better in return.

If I had stayed in corporate marketing, I would be making a half million dollars a year right now, but I would be miserable. Now, I am not going to tell you how much money I make now because it is not important. What is important is how much money you make or how much money you want to make. Don't worry what others are making, because you are you and you are the only person who matters. Do I make money? You bet, but I paid my dues and I worked very hard and I kept at it when things got rough. I did not quit, I kept my head high and I kept working.

I supported myself by working as a waiter at a Steakhouse for the first few years of building my company. I gave a lot of things up for a few years, but it all paid off more than I could have imagined and believe it or not, the same can happen to you! But, you have to want it and you have to make it happen.

Now, stop reading—well, stop after this last paragraph. Go to a place where nobody will bother you and map out your road to success. Start by listing your realistic goals and then decide what is important to you and then find a solid program, product or service that you can believe in with all your heart and soul. Establish a working budget that you can live with, get organized and get started building your prospect list.

**You Can Do It!**

**Remember the only way to fail is to not succeed.  
Choose success because it tastes a lot better!**

Complements of  
Denise Hall

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