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- Special Report -

Live the Internet Lifestyle... Retire Young and Wealthy



**It's not just about the money. It's about the Lifestyle.
This is my wife Julie and I hiking at the Red Rock
Canyon in Las Vegas.**

**[By Terry Dean](#)
[MyMarketingCoach, LLC.](#)**

Live the Internet Lifestyle...Retire Young and Wealthy!

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Live the Internet Lifestyle... Retire Young and Wealthy

By Terry Dean

Imagine your life one to two years from today. You're sitting at a beach in Hawaii. The tropical breeze is blowing. Your favorite drink is in your hand. Your family is playing in the water.

No cell phone. No laptop. Best of all, no boss.

The internet business you started just a few short months ago is generating money right into your bank accounts while you relax and enjoy your time off.

Your virtual assistant is handling any emails and phone calls. Your newsletters and blog posts are being posted on a set schedule automatically. Your virtual team is marketing your site for you every day...and even launching a new product today.

And it's all being done for you because of the systems you put in place over the past few months.

Close your eyes. Think about it. Fill in the blanks I left above.

- What would you see around you?
- How would it feel?
- What would you be drinking?
- Who would be with you?
- What would they be doing?

Perhaps it wouldn't be Hawaii at all. Maybe it's an adventure trip with a guide and 5 others up Mount Rainer or a whitewater rafting trip in Colorado. Or perhaps it's a casual hike down the Appalachian Trail. It



could be a Safari in Africa. Or it might be an around the world trip on your new sailboat.

It's your life. Don't let me or anyone else tell you how to live it. All I'm trying to get you to do now is to see it happening. Decide what it is you really want. Picture it in complete detail down to how everything around you looks, feels, and even tastes.

If you're like many I've spoken to, this may just seem like a dream today. They felt the same way when they were starting out, but this can soon become your reality just like it has for them.

It doesn't have to be a dream. Thousands of people just like you are living their dream lifestyle because they made a choice...

Why 99% of People Are DEAD WRONG About Retirement!

What do you think about when someone talks about retirement?

For the average person, they think about the "reward" they get when they're 62 to 65 years old (or older). They slog through traffic every day. They work their butt off 40 or more hours per week...making someone else rich. They put up with a boss they can't stand, coworkers they sometimes want to kill, and a job that doesn't give them the credit they deserve.

They feel it's all worth it for that upcoming retirement. When they retire, they can kick back and relax...doing the things they really enjoy instead of dragging into work everyday.

This is insanity!

Why waste your life doing something you don't enjoy making others rich so you can "quit" and do nothing when you're 65? The average retiree has LESS money than when they were working because of lower income and inflation. While they may still be healthy if they take care of themselves, there is no arguing they could have been in even better shape at 35.

For the majority, all those grand dreams and adventures they had about their retirement just don't end up happening. Their finances...their health...or their family gets in the way. They come back to boring reality, instead of ever living their dream.

The concept of retirement as most people see it is dead wrong! Why give up the most productive years of your life for that faraway dream of retiring someday?

And that's just looking at retirement from the "old" standpoint. It used to be that you could get a job...put in your 40 years...and then retire with some expectation of a pension and Social Security.

Today companies don't think twice about laying you off early to outsource your job to another country. Social Security in the US is quickly becoming Social Insecurity. Ask anyone under 40 if they expect it to take care of them...and they'll likely laugh at you.

So even that "dream" is quickly becoming a nightmare to many as they have no idea how they'll even survive in retirement. It's not a pretty sight, but it is all happening because this retirement concept is critically flawed.

Start living life today. The dream of retirement isn't about sitting on your butt doing nothing. It's about having the time and freedom to do what you really want and enjoy. It's about finally living life like it should be lived.

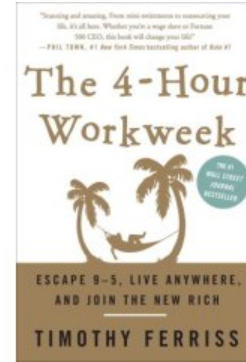
For 65 years retirees have lived life on other people's terms. When they were young their parents told them what to do. When they grew up, got educated, and finally got a job, a boss told them what to do. The boss told them when to come to work. The boss told them when they had to get up in the morning. The boss told them when they could go on vacation. They boss told them what they did each day.

Finally after all this time, they get to live life on their terms.

My question to you...is why wait?

It's time to start living life on your terms today.

Why do you think Tim Ferriss' book, "**The 4-Hour Workweek**" has been such a raging success? He shared how you could escape the normal 9 to 5 and live anywhere by being what he calls one of the "new rich" and taking "mini-retirements" regularly.



Does this mean you should quit your job today and just take off? Most likely not. It means you need to make a decision that you're in charge of your future. And you can create whatever it is you want in your life.

I didn't have you spend time imagining your dream vacation just to take up space. I wanted you to start putting the power of visions and goals to work for you today. Make a decision that you can and will reach this goal. It wasn't just a dream. It can become your reality if you're willing to do what it takes to get there.

You too can live the internet lifestyle like so many others are doing.

How Did I Come Up With the Term: "The Internet Lifestyle"

I originally came up with the term "The Internet Lifestyle" back in 1998 with discussing with a friend how doing business online is a different lifestyle from working a 9 to 5 job. You aren't limited by a paycheck. You don't have to get up the same time every day. You're not required to be working specific hours.

In fact there have been times my wife and I have went out to lunch...and we ended up shopping instead of coming back to work. Other times I've decided I wanted to go on vacation on the spur of the moment. We'd decide on Wednesday and take off Thursday evening for another long weekend.

Eventually I put together an article



called “The Internet Lifestyle” where I talked about how it’s always been my choice to live out in the country. At the time of writing that article, my nearest neighbor was a cow next door named Oscar.

You can run an internet business from anywhere. Live in the city. Live out in the country. Live in Costa Rica. It doesn’t matter. It’s your choice. If you’re a night person, you can do your work at night. If you’re morning person, that’s OK too. You make the rules.

That article became so popular online that to this day people come up to me and ask me how Oscar is doing. Before you ask, I don’t know. We don’t live there anymore!

You may like working 4 hours a day 5 days a week. Or you might run a schedule like I do currently where I’m working on my business Monday through Thursdays...so I can have a long weekend almost every weekend (once in a while I get attached to a project and keep going into Friday but I get scolded by my wife for those days).

Or you may be one of those individuals who loves doing a 60 hour week setting up a project. Once you have the project up, you hand off everything to your team and you’re out of there. Then you take the next month off in Jamaica. You get bored...come back and do another project.

If you asked me what kind of schedule does a successful internet entrepreneur run, the answer has almost unlimited answers. All the ones I’ve worked with and helped get started run totally different schedules. It’s all about creating a lifestyle you love...not what anyone else thinks is normal.

The Internet Lifestyle simply means...

- You Work WHEN You Want.
- You Work WHERE You Want.
- You Work HOW You Want.
- You Work With WHOM You Want.

And it’s all made possible because you create a business that produces passive income for you...whether you’re working or not.

Here's the problem. If you're used to being an employee, you're so stuck in trading hours for dollars. You do your work like a good staff member. You work your hours this week and you get paid. There is no leverage in this.

You work and you get paid. If you want to get paid again, you have to do more work. An internet business works on an entirely different foundation. You're paid not for the hours you put in. You're paid for the value you create for others. You work once...and get paid on it forever.

What do I mean? You write an ebook, and then you put the ebook up for sale on a website. This is work. Don't let anyone lie to you and tell you that money just floats in on a cloud when you start an internet business. You DO work. It's just leveraged work that continues to produce an income from you time and time again.

You created value for people...and they're willing to exchange their money for your value. Those first few sales that come in are SO exciting. On your first project, you're worried nobody will buy. Why would they care what you have to say? Then an order pops in. Then another. You're almost jumping off the walls in excitement. Day after day orders keep coming in.

You make money from that one little ebook today, tomorrow, next week, next month, next year. It just keeps coming in. You work once, and get paid on it forever.

What if you don't know what to write about, or if writing just isn't your thing, no worries. You can also simply interview an expert to create your first product online. You'll be shocked at just how easy it is to even get best selling authors to grant you an interview where they'll share their best secrets and tips for you and your audience. They'll basically hand you an incredible product all wrapped up and ready to go when you know the right way to contact them.

You might be shaking your head saying it can't be that easy, but it is. Why would some well known person grant you an interview? It's because you're providing them with additional free exposure. On the interview you'll recommend their book or product. If they don't have good information, why would you contact them in the first place? It's another

form of free publicity for them. And it's quite possible they may even have a list of questions for you to use!

Now I know the two paragraphs above are going to go right over the heads of 99% of the people reading this report. I hope you're not one of them. Too many people are so conditioned to think everything has to be hard or complicated. I don't know if it comes from having poor teachers in school or where it comes from.

Once you really understand a subject, it's simple. If you have a teacher who has really experienced and knows what they're doing, it seems so simple when they explain it to you. It just all "clicks" into place.

If it wasn't simple, I never could have done it myself...

From Earning \$8 An Hour Delivering Pizzas For A Living To Earning As Much As \$96,250 In A Single Weekend Online

My last job before I started online was delivering pizzas for Little Caesars for \$8 an hour. Where I worked you were paid minimum wage plus tips or a minimum of \$8 an hour if you didn't receive enough tips. I don't remember a single day where I had enough tips. So I was always paid the \$8 an hour.



Before this job I worked a collection of odd jobs. I delivered newspapers for the Richmond Palladium Item. I sold satellite dishes door-to-door. I worked for a company which signed people up for SEARS credit cards.

None of my jobs were enough to really get by. My wife and I lived in a little rental house with leaks in the bathroom and kitchen that we paid \$340 a month for. Every month we were getting deeper in debt. We'd borrow from VISA to pay Mastercard. We borrowed from Mastercard to pay Discover. It looked like there was no way out.

I tried network marketing. My basement was full of the crap that came from one failed MLM after another. I never thought to take a picture of it all. I should have before throwing it all out.

Then came the Internet. In late 1995 I started hearing about how some people were actually making a living from this thing called the Internet. They didn't have to go door-to-door delivering newspapers in the middle of the night. They didn't have to have to hunt down houses in the pouring rain for pizza deliveries. They made money at home sitting in front of their computer.

In January of 1996, I took our unused Best Buy credit card and maxed it out to \$2,500 for an old Pentium 75 computer, monitor, and printer. If this failed, it would become another business opportunity and credit card come back to haunt us.

For the first time I went online and started investigating this business. I used one of our other credit cards to purchase rights to a set of videos (self-improvement type videos). And started marketing those online. Within 6 months my Internet business was producing a full-time income for us. For the first-time we were coming out of debt instead of going further in debt.

Our bills were actually being slowly paid off for a change. It was a wonderful feeling. It didn't happen overnight. And it took work. But the beauty of it was that it was on my terms. All my work and effort produced real results and income for us. I worked once and got paid on it forever...even to this day.

You've probably seen all those business opportunities which talk about how you don't have to do a lick of work. They say, "Just buy our system, and you'll make a million dollars. You don't have to do anything." That's a flat out, bald faced lie! In fact, there is even a marketing guru who tells you not to use the word, "work," in any of your business opportunity ads because people won't buy.

Well I got news for you. If you don't do any work, you won't make any money. All you do is line the pockets of the get rich quick shysters, And it's disheartening to see one good person after another fall to these scams. The "guru" is laughing all the way to the bank with his buddies while his customers struggle just to pay the rent this month. It's sick!

They show you their big check (again earned off the hard work of all their victims) to impress another generation of unknowing hardworking people to buy their latest make money without work scam.

If I was following the normal layouts, here's where I'd show you all the "proof" of my big checks, fancy cars, and my mansion. Sorry...I don't have a mansion. I have a pretty run of the mill home. It's 100% mine with no mortgage of course, but it's still a pretty normal 2,400 sf home.

I used to buy fancy cars. I've had a BMW, Honda S2000, Cobra Mustang, and Roush Mustang. I've since sold all those.



This brand new Roush Mustang was purchased with cash from one day's product sales.

The picture of the one to the right was the Roush that I sold last year. I just wasn't driving it much as I'm pretty much a home body and end up in our Toyota Tundra going with my dogs to the park more often than not (as you can imagine I didn't let my dogs in that car).



Terry, what you did at the Internet seminar in Jacksonville was incredible. Twice now I've seen you make an offer to your newsletter subscribers and each time you made over \$30,000. This last time, \$96,250!

I see many people who claim to make a lot of money online. It's a whole different ball game to be able to go before a crowd, send an offer and actually "show" everyone.

You told your subscribers you were only taking a limited number of orders. No matter how much the crowd wanted you to keep going and break that \$100,000 mark, you did what you said you would do and stopped the sales.

Terry, watching you generate \$96,250 in person from one email was something I'll never forget.

Steve Duce
Internet Marketing Manager

What about big checks as proof? I've earned some big checks, but I prefer to deposit those instead of taking pictures of them. And I'm thoroughly tired of seeing all those checks posted on people's websites. Sure they earned \$21,000 last month, but what they don't share with you is their Google Adwords bill for \$19,737.

Besides the amount of money I've earned in the past 12 years online isn't relevant to how much you'll earn.

The only reason I even share the **\$96,250** figure is because it was recorded in front of a live audience. And it was from one email to my list. No JV partners. No huge product launch build up. Just an email to my list letting them know about a special deal.

My actual income that weekend was much higher as I earned quite a bit from being at that seminar and all the sales from my normal sites kept on coming in. But it's not really any of your business.

So where's the proof?

The proof again isn't in what I've been able to do. It's in what I've helped others accomplish.

At one internet conference, I was on a panel discussion where we were each told to introduce ourselves and tell everyone why we were qualified to be up there. Each of the speakers gave their pitch. Once it was my turn, I simply pointed to my right where Joel Christopher was sitting. I told them Joel was sitting in the audience last year just like you. He became one of my clients. Enough said.

If you're new online, you might not have ever heard of a site called Netbreakthroughs. If you've been around for a while, you most definitely would have heard of it. It was a little membership site where I demonstrated the different tests I was running in my own business. It became a virtual Whos-Who of successful online marketers and business owners. Ask your favorite online marketer if they remember that site...and they likely were a member if they've been around for more than a year or two. Go on. Don't be shy. Ask them sometime.

Right now I even have several top gurus who are in my one-on-one coaching programs that I can't mention because I do protect their privacy. They run their own coaching programs and wouldn't want you to know who they turn to for advice.

It's not the "guru" endorsements I go after anyway. That's another of those insider type things where they scratch your back and expect you to do it in return...whether you feel ethical about it or not. I like the beginners who turn into experts like Joel Christopher. And here's another one you may know:

*"I didn't make \$10,000 the next week. I didn't buy my first yacht in a month. And I didn't retire at age 30. However, I DID **quit my job within just a few short weeks** of getting your course and now I work from my home, earning a very nice living online. I bet you're not surprised. All those years I spent dabbling and experimenting... I knew there was a*

way to earn a substantial income doing something that I love, and you showed me how to do it. And so, even though you may not know me all that well, there are thousands of customers all around the world who do."

Jimmy Brown

*"Just one of my clients went from zero sales on the Internet to over \$250,000 a month in revenue and we're looking to do over **\$400,000 a month** in a very short period of time. That's a 400,000% increase in a little over a year! Thanks for all your help and for providing such a simple yet proven approach to making money on the Internet."*

Eric Stewart

I could continue with others, but this report isn't about me. It's about you.

It's not about my lifestyle. It's about yours.

Before I get into the 5 keys to YOUR successful internet business, I do have one more portion of my story to reveal to you...about how I learned the truth of retirement and why 99% of people are totally wrong about it.

Retired At the Grand Old Age of 30

That's right. I sold out and retired at 30 years old...old geezer that I was. I built my business up to the point where I didn't really have any major goals to shoot for anymore. It was 2004. I had a business that had earned millions online. Netbreakthroughs was going strong. I was speaking around the US at seminars teaching others how I did it. I was invited to many international events but turned the majority down as I didn't like the travel. My training courses sold from \$37 to \$5,997.

Pretty good for a Little Caesars pizza delivery driver.

This is the first time I've admitted this publicly, but I became burned out. Even though I was only working about 20 to 30 hours a week, I just didn't want to write about the subject of internet marketing anymore. I didn't even want to talk about it.

My mistake at that time was I hadn't learned about how to build a real business. Sure, I knew how to create an online income. I knew how to write sales copy and emails to bring in orders. I even know how to build a huge list (135,000 subscribers). But I didn't know the truth about how to build a real business.

If you've ever read EMyth Revisted by Michael Gerber, you know that he talks about the EMyth or the Myth of the Entrepreneur. Few "business owners" are real entrepreneurs. An entrepreneur builds a business that makes money without them. Yet most "business owners" are really just building themselves another job. If they're not at the helm running and directing it, everything stops working.

That's not a real business. A business is a profitable venture that works without you. You've put systems and a team in place that the business keeps running totally on autopilot without your influence.

The content for my membership site was generally written by me. I had guest authors at times, but it really came down to me. I participated in the discussion group. I wrote the weekly email newsletter.

Sure I knew some about outsourcing and had people doing many of the basic tasks...even some of the copywriting. Yet the writing and management all came back to me. And even though it was only 20 to 30 hours a week, I still got tired of it. I'm a poor employee and have always been a poor employee...even for myself.

So I sold the business...the newsletter list, the products, and the membership site.

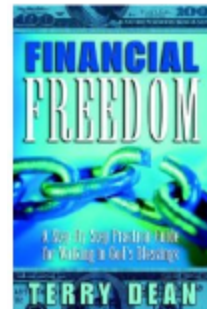
I retired happy and well off financially. The next few months were a blast. No customers to worry about. No reports to write. No competitors to keep track of.

I've been an ordained minister since 1994. While setting up and running my business I didn't have the time to any public ministry for a while. The sale of my business allowed me more time to minister in churches and volunteer time. It was wonderful to get back into it.

Yet, here's something nobody ever told me about being retired.

The normal view of retirement is BORING!

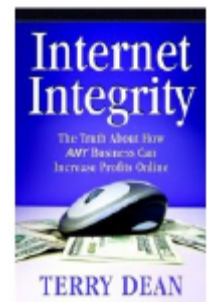
After a few months I was bored. So the next month I wrote my 250 page book, "**Financial Freedom: A Step-By-Step Practical Guide For Walking in God's Blessings.**"



I kept ministering at churches, offering my book, and working in the ministry...yet I was still bored.

So I wrote another book, "**Internet Integrity: The Truth About How ANY Business Can Increase Profits Online.**"

After this, everywhere I went to speak at churches, the business people kept asking me about how they could use the Internet to improve their profits. In other words, they pulled me right back into running a business online which I missed.



Don't get me wrong. Being retired when you don't have to worry about money is fun. You'll notice though that even though I was retired I ended up writing two full books besides all the other projects I participated in.

Then I...

Shared the Secrets of Going From Broke to Retiring At 30

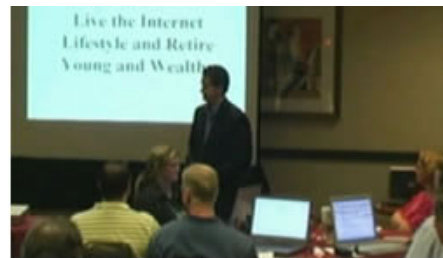
Joel Christopher **tracked me down** and begged me to come to his MasterListBuilder conference. You should have seen what he had to go through just to track me down. That's a whole different story.

He is a friend, and he was insistent about my participation.

He flat out told me, "**Terry, people have to know how you went from being broke and in debt to being financially free and retired at 30 years old.**"

So I did it. I showed up at his event and revealed step-by-step how I went from being a Little Caesar's pizza delivery driver to retiring financially free at such an early age.

This included teaching how to develop the right mindset, brand your business (a key element most internet marketers don't talk much about), and establish the joint ventures partners that skyrocket you to success quickly.



Terry Dean teaching his simple step-by-step system for creating your own Internet Lifestyle and Retirement Income!

And I also reiterated to them that it's not just about the money. One of the key elements you have to change to reach the success you're looking for is to change your mindset. Earning money is easy.

Creating a lifestyle you love is the goal. There is an old saying, "Do something you love and you will never work a day in your life."

Imagine feeling excited each morning when you get up instead of just dragging yourself out of bed. You can't wait to get to work on your newest project. You can't wait to see just how many sales you made last night.

Your business is running and making sales for you automatically whether you're working or not. Yet, you ENJOY what you do. For the next 4 hours you put together a brand new product. Tomorrow, you'll put up the sales site and let it start selling. Wow...it's lunch time already. Your workday is over. You write down your primary goal for tomorrow before you quit for the day. Instead of feeling drained and worn out when you're finished, you're relaxed and looking forward to tomorrow.

Remember it's not about the hours you work. It's about the value you create for others during that time. Being focused on the primary task will accomplish much more than the person who randomly jumps from idea to idea wasting all their day. Ever

wonder why so many can accomplish so little on their jobs? There's your answer. They're going through the motions for their little \$25 an hour instead of creating value that earns them \$2,000 or more per hour.

Don't take this the wrong way. I'm not saying you won't have problems and difficulties. I'm not saying every day would be perfect. I've found Murphy's Law does apply to the internet. There will be times where something doesn't work the way it should and you'll have to call in your tech support team to help. There may be a time when a product doesn't sell the way you want...and you'll have to modify it.

But this doesn't matter. The beauty is it's your business. You're not limited by a paycheck or a boss who doesn't appreciate you. You're being paid for the real value you create. If you want to earn more money, you simply have to find a way to provide more value to a larger group of people.

Remember, the reason so many people look forward to retirement in their future is because they don't have the FREEDOM to do what they want today. They're living their life based on what's expected of them. Many have never even taken the time to really think about what THEY want out of life.

Have you? Have you ever sat down and really thought about what you want out of life? What is your dream lifestyle? What would you do every day if you didn't have to worry about money? What if working 4 hours a day produced more than enough money than you'd ever need? What if your business was automated to the point that it supplied all the money you needed...and it's totally your choice what you do each day?

Have you ever seen the shirts which say, "I'd rather be fishing?" Well, if you had your choice, what would you rather be doing? Finish this sentence. I'd rather be...

What have you done in your life (as a child or an adult) which just seemed to come to you naturally or almost as a second nature?

Have you ever felt trapped in your current lifestyle? Has following someone else's plan for you ever trapped you and kept you from going after your real desires and dreams?

How can you figure out what steps to take if you don't know where the end goal is? That's why you should take a little time to think about what it is you really want deep down.

You may be someone who wants a mansion. If that's what you really want, go for it. You may want the coolest new sports car. If so, go for it. Maybe you want to travel. Do it. You may want to live in the middle of New York City. Fine. Or you could be like me and NYC drives you crazy after living out here in a quiet country area.

It's YOUR Internet Lifestyle...not mine. And it's not anyone else's. You make the rules. Don't let me or anyone else make your rules or your lifestyle for you.

Here are a few things to think about that several of my clients have mentioned as being dear to their heart provided to them by the Internet Lifestyle:

- Taking extra time off to pick their child up when they get off from school.
- Instead of just a date night, having a "date day" every week with their spouse.
- Being the only father to go to all their child's Little League games.
- Paying off the mortgage on their parent's home.
- Becoming totally debt free and paying for everything with cash from the business.
- Giving 100% of the profits from one of their projects to charity.
- Visiting and renting a home in a different country for several months.
- Hiking on a nearby mountain before going into their office each morning.
- Meeting all their favorite authors.
- Completely paying for their child's college education from one of their projects.

What will you add to the list?

Make sure you send me over an email once you're also living the Internet Lifestyle. Let me know what you've found as the greatest or most heart warming benefit to your life. Many times it's just the little things that mean the most to us. The first step is to figure out what it is you really want. Then make a decision to do what it takes to get there.

One-On-One Coaching With Internet Business Owners Reveals the Truth

After speaking at Joel's meeting, I began coaching a small number of internet business owners to accomplish what I've done online. The majority of my clients want to stay totally anonymous. You'd know a few of them if I could mention their names, although there are several who fly completely under the radar in markets you've probably never even heard of.

The reason so few successful entrepreneurs do any type of one-on-one coaching is because it is trading hours for dollars. You're limited in the number of clients you can

take...and you don't earn nearly as much for your time this way as you do in creating products or building automated systems.

But there is one aspect where one-on-one coaching can't be beat. When you're coaching beginners to succeed, they ask questions you had never even thought about. When you've been doing this as long as I have (12 years now), some actions just come naturally. You do them without thinking about it. So without individual mentoring, you never realize exactly what your customers need to help them shortcut their way to success online.

As teacher, you end up with holes in what you're teaching without this personal involvement with your students in some way. You think they're getting it from the eBooks or CDs you publish, but they don't. Only later do you realize you forgot one of the elements that came naturally for you, but not for your students.

I found several holes in the old materials I used to publish through this. Before my retirement, I didn't do any one-on-one coaching. It was all group teleconference based like so many others do. While I've helped thousands of people succeed in their internet business, I'm sure there were many others who were missing one of the pieces of the puzzle they needed.

Everyone talks about all the success stories, because those are the ones that motivate you to whip out your credit card and buy. But what worries me at times is very few think about those who aren't successful...those who don't take action on the material. Why?

You might have even heard the stat that's been passed around for years about how 10% of information product buyers don't even read all the information. Yet I haven't seen anyone come out and say, "That's outright horrible! How can we improve on it?"

I've found ways to improve the percentage of people who use the information, but achieving a 100% success isn't practical. Not even 100% of my coaching clients have succeeded. In some cases, their "normal life" just got in the way (family issues such as a sick parent have been one of the major problems here).

Here's a few quick tips I've found to help improve the percentage using and profiting from any material you produce:

1. Be as detailed and simple as possible. Create the product as if it were a training course you were going to use for someone working directly for you.
2. Provide demonstrations with pictures or by video whenever possible.
3. Offer the information in short bite sized chunks over time.
4. Follow-up on customers by email reselling them on using the information.
5. Make it clear where to start on the material and how to progress.

The big key here is to know by experience what difficulties they'll run into or what objections they're come up with for not using the material. When we write sales copy to convince a prospect to buy our product, we always confront possible objections to the sale. If I was in person with them, why would they tell me they're not buying? You then make an effort to answer every one of those questions.

The same issue is true with our information products. You have to know why they may not use the material and deal with those issues. This is where experience with your customers come in. If you've dealt with them one-on-one, you know EXACTLY what questions they're asking...and what objections they come up with to following the material.

This is the biggest benefit to running a coaching or mentoring program in your business. Some other experts will tell you to run one for the profits they bring in. The money from a coaching program is OK. That's not the most important reason for running one though. It's so you can help people achieve whatever goal you want them to accomplish...and at the same time become a much better teacher for all the products you create.

If you're only doing coaching for the money, you're trading hours for dollars. If you're doing coaching as a way to help more people succeed and to better identify with your customers and their concerns, it becomes a building block for everything else you do in your business. And this is my primary business motto...

Work Once and Get Paid On It Forever

While I've coached clients in many other types of businesses (brick-and-mortar retail, dentists, real estate agents, eBay selling, consulting, and physical products sold online), my favorite internet business is the information business. You can create a book, CD, or DVD one time and keep making money on it for years to come.

One time I purchased a license to someone else's ebook for \$1,600 one time fee. Then I created a simple companion ebook over the next weekend.

When I put up these two as a package I quickly started generating more than \$5,000 a month...sometimes going over \$10,000 a month. And this went on for YEARS. That's what I mean by working once and getting paid on it forever.

You might need to go back into the product and update it every year or two, but generally it keeps running all on its own. That little ebook project you created over the



weekend deposits an extra \$3,250 in your bank account every month like clockwork. So you create ANOTHER one just like you did the first one.

Here's where many beginners miss it when they're starting out in their online business. They want to create that big million dollar product right off the bat. They get into analysis paralysis where they're constantly trying to figure out how to create that surefire million dollar project idea. So they lose 6 months coming up with different ideas just to shelve them without ever getting started.

Instead of doing that, go for little base hit and "bunt" projects. If you can create a product that earns \$1,000 a month net profit, then you simply need to do MORE of the same to build to a \$10,000 a month income and up.

The hardest project you will ever create will be that first one. You're nervous that it might not work. You're having to learn all kinds of things about the internet...and you want to know it all now. You are not going to learn it all this month, or even this year. You just need to get it going.

If you're backed by a proven system and good advice, you're going to do OK. Is it a failure if your first little project only earns \$800 a month? Nope...not if that little project is 100% hands free and totally outsourced. Create a little failure like that each month for the rest of the year and you'll be generating more than \$100,000 a year. And on the way to creating each of those "failed projects" you'll end up hitting a big winner or two by accident.

If you're just starting out, that might sound like a lot of work. As I said, your first project is the most difficult one you will ever do because you're getting on the job training. You're hearing all kinds of terms you've never heard before. You're discovering how to outsource your first project. You're working with a website designer for the first time. You're a little uncomfortable and nervous that people may not like what you're offering.

But it all changes when that first order comes in. You feel the satisfaction of that first order. Quickly it grows into a second, third, and fourth. Soon you're generating orders every single day. The people who succeed in this business are those who build on this first success. They follow the SAME process again and again to keep creating new products and income streams that continue for years.

It's a complete change in mindset. You're not working by the hour anymore. Back when I delivered pizzas, I got paid my \$8 per hour. If I worked 30 hours, I got \$240 gross minus what the government took from my pitiful little paycheck. If I wanted money next week, I had to put in another 30 hours.

Now I often spend about 10 to 20 hours getting a new project up and running. Nobody pays me by the hour for this, but I do receive a very nice paycheck. The big difference is I get this paycheck (more commonly referred to as sales in business)

EVERY week from then on. Sure I have weeks where one product outsells everything else because of a promotion we do or a large affiliate emailing their list. But each of the products keep chugging away producing sales for me while I live the Internet Lifestyle.

That's the key principle...

When you have a job, you get paid once for the work you do.

When you create information products, you get paid forever for the work you did once.

All it takes is knowing the key elements to an online business and having a proven system of success that's worked for thousands of others just like you...

The 5 Keys to a Successful Online Business

Let's boil down a successful internet lifestyle retirement system to it's five most important steps. If you want to make good money online while living a lifestyle you enjoy, these are the key issues. Just about any online system can make you successful if you have a lot of money to invest and 80 hours to work it every week, but that most definitely is NOT what I want. This is all about having an Internet Lifestyle and the money that goes along with it.

I'm sure you've read ebooks about marketing online that leave you more confused than where you started. They list a few dozen different steps or principles. And it seems they just keep you running in circles not knowing what to do with your online business.

Forget about it. When you understand a subject, you can make it simple. Here are the five principles of being successful in your business. Write all 5 out and post them on a post-it note right to your computer monitor. Type them up and post them on your fridge. Quote them till they're memorized. Tattoo them on your arm. OK, that last one may have been going a little too far, but you get the point.

If you want an Internet Lifestyle business, KNOW these keys. LIVE these keys.

Key #1: Choose the Right Market Idea

Early on in my business career I heard Gary Halbert tell a scenario about having a hamburger stand. He asked people in a conference what advantage they would want for their business is they could have any advantage for their hamburger stand.

Some wanted the best tasting burgers. Others wanted the best location. Still others wanted a well known brand.

Gary said he could beat all of them with one simple advantage. He wanted a **HUNGRY CROWD.**

I've seen many would-be internet entrepreneurs work their butts off to create their "homerun" perfect product. Then they come to me and ask, "How do I sell this online?"



That's the wrong question! The question that shows you know what you're doing is if you were to ask this one, "I found this hungry audience, what do I sell them?"

That question is EASY to answer.

Always find the hungry crowd BEFORE you develop the product. This is one of those tips you should tattoo on your arm.

1. Are people already searching for a product on that subject in the search engines?

This is easy to find even with free sites by doing keyword searches on pages such as:

<http://tools.seobook.com/keyword-tools/seobook/>

2. Are there forums that people talk about that subject and how they wish they could find more information?

A good place to search discussion boards (also called forums) is at: <http://boardreader.com>. Type in your keywords and click on the little "Forums" tab at the top right of the page. You can also just do a search on Google for "yourkeyword discussion board."

3. Are there people who already successfully sell to that market?

Here's where people make their primary mistake. They try to find a market where there is no competition. It's not going to happen! In fact, I get really nervous in any market where there's no competition. It's highly unlikely you've come up with an idea no one has ever thought about yet. This means any other product in that market has failed.

In contrast with what others may tell you to search for in finding an empty market, I look for markets where there are a lot of competitors. Even better is if there are a lot of competitors making money with poor websites. That's what I really love!

Here are 5 idea generations for finding markets where people are already making money...

Idea Generator #1: Paypal Shops

<https://www.paypal.com/shops>

You can search through the different categories of shops. When you visit different companies accepting Paypal, they'll even share the number of Paypal transactions that shop has had. You don't have to guess where the money is at or where it is flowing. Look for products or services that are selling with with a lot of transactions.

Idea Generator #2: Lulu

<http://www.lulu.com/browse/stats.php?fType=topSellers>

Lulu is a site for self-publishers essentially that allow book authors and information product developers to upload their material and they will print out a book on demand. They keep statistics about what titles are selling in what categories. You can get a sense of what's selling there for small publishers.

Idea Generator #3: Shopping

http://shopping.com/top_searches

Shopping.com has a Consumer Demand Index showing the hottest searches for what people are actually looking at buying. Consider this. People who search on Google are often looking for free information. You can translate some of those searchers into buyers. The research we're doing is showing what people are actually buying!

Idea Generator #4: eBay

<http://pulse.ebay.com/>

Choose any category in eBay and find out the most popular searches and the biggest eBay stores. What are customers looking for to buy online? eBay (the biggest online shopping destination) shares their stats with you!

Idea Generator #5: Magazines

<http://www.magazines.com>

If a magazine can be supported and has been in business for a while, that means that people are paying for the magazines and advertisers are making money. The magazines are supported by advertisers. If there aren't enough advertisers in a marketplace to support a magazine, I'd be very nervous about entering that market.

You'll notice the whole principle behind all these ideas is we're following the money trail. If others are making money in the marketplace, then it's passed step one of the marketing process. If there aren't proven winners already, I'll pass on the market. And I recommend you do the same.

What's the one problem with going after "competitive" marketplaces? Obviously it means you have competition. Your product is going to have to be unique or at least appear unique to your customers.

How will you make your product stand out in the competitive marketplace?

It could be as simple as going after a different price point or format. If every single product in the market is a low cost ebook, use a different format. Create a DVD or put together a home study course at a much higher ticket price (then partner with all those ebook sellers to offer your product on their backend). You'll be surprised how often this is just how easy it is.

You can also choose to "niche" your product inside that larger market. If you're selling a weight loss product, it's obviously loaded with competition. Instead of selling to "everybody" in the market, focus on an easy to target group: teens, new mothers or brides-to-be. By choosing one of these groups, you can create a much more specific and sellable product.

Here's another idea. Let's say you wanted to create a dog training product. Well, instead of focusing on training every dog, create a separate sales process for each breed of dog. While the majority of the information may be the same in each of your products, you can still make changes to focus on that niche. So you're not selling "dog training," you're selling "golden retriever training" and "rottweiler training."

If you don't believe that can be done, go down to Petsmart or any store that carries a large number of books about dogs. You'll find several brands of books that have published 50 or more books...one about each breed. Probably 75% of the information in each of these books is the same. The differences are the breed specific info and the pictures throughout the book.

Or you could potentially create a tool that does the work for your clients. For example, my **Internet Lifestyle Retirement System** is the first product I've seen that doesn't just tell you how to train your affiliates. It gives you a complete 12 week video and email based training system for your affiliates. You simply upload the videos and edit the emails. Then you're ready to go. Which one would you rather have? Someone tell you how to create a series or everything all done for you in plug-and-play format.

In addition I provide you with team training tools, intern training tools, and even virtual assistant training tools...all done for you.

Can you create a plug-and-play model somehow in your market? Instead of telling them how to do it, you create a software program that does it for them. Or you create tools they can use to make it easier. Let's go back to our weight loss example. I'm sure you've seen the products where you don't just have to count calories. Instead you get cards or some other system that you simply move from one section to another to

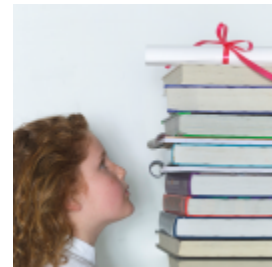
keep track. They make it incredibly easy by providing you with a tool instead of just information.

What kind of tool could you create for your market that either does it for them or makes it stupid simple?

As you see, there are multiple ways you can make your product stand out in the marketplace...and I didn't even come close to covering all the possibilities. For example, your uniqueness could simply be based off your background story. It could be so attention grabbing that it stands out on its own. Or you could be more specific by telling them how to lose weight in the next 28 days. The ways to stand out keep going...

Key #2: Prolific Product Development

You're not likely to get rich from one product. If you want to produce a REAL Internet Lifestyle, you need to develop multiple products. When you have a dozen or more products all making money for you automatically every single month, that's when you have a stable business churning out all the money you need every month.



That's why you must focus on projects that are quick and easy to develop. Instead of writing an encyclopedia of a 300 page ebook, put together a 40 page ebook report. You may respond, "But I can't cover everything in that amount of space!"

Good. You're not supposed to cover everything. Your goal as a product developer is to help your customers get to their desired result (the solution of their problem) in the quickest and most direct route.

Do an outline of the steps it takes to reach the end goal. Then sit down and write. Don't edit. Don't answer the phone. Don't surf the web. Don't check your email. Block off time to just write. I've created many of my ebook products over a weekend where I just blocked off to write during that period. You write for 30 to 60 minutes. Then take a 5 to 10 minute break. Do this writing and break cycle over and over again until finished.

Take a few days out as a break to rest your mind before coming back to edit what you've written. The reason so many new writers (and old ones as well) take so long to write is because they allow themselves to be interrupted or they try to edit while writing. Eliminate these distractions and watch your productivity soar.

But writing an information product is only ONE way to create your product quickly. Often it's not even the best way. Let's cover 7 quick product creation methods to help you become a prolific product developer.

1. Write It

If you're going to write, follow the model above. Write the outline. Then block off time to just write like a madman (or woman). Later come back and edit your work. Then for absolute best results, read it out loud or have someone else read it out loud to you.

While video is quickly becoming the most powerful way to share your message online, there still are a number of potential customers who prefer written material. So while you see me focusing more and more on video, you'll still see some written products coming out.

2. Use Voice Recognition

Are you a slow typist? Or do you have trouble writing in a natural voice without sounding like a college text book? If either of those are the case, you can use voice recognition software to speak your product into a written form. I've helped quite a few business owners who couldn't get into writing create fantastic ebooks through voice recognition (and the best part is you can use it for your rough drafts of emails and sales letters as well).

The program I recommend for this is Dragon Naturally Speaking. Pick up the newest version which I think is number 9 at the time of this writing. You'll go through a training process for the program to recognize your voice, but you'll quickly get up to speed with speaking out your product. You could call this type of software the great equalizer.

You'll do some major editing on what you write this way, but that's true irregardless of how you get your thoughts out into written form. Write first. Then edit. If that rule from above is one you never seem to follow, that's another reason to try out this software.

3. Public Domain or Private Label

Instead of creating your product completely from scratch, use public domain materials or even private label materials as a launch pad. For example, I created an extremely profitable ebook called Scientific Internet Advertising. The foundation of the material was Claude Hopkins, "Scientific Advertising." That's one of the classics highly recommended by top marketing experts such as Jay Abraham.

The copyright on the original book had long expired which meant you could give it away, sell it, or do whatever with it. I took all the original text and simply wrote an add-on for each chapter about how to apply what he taught to the Internet. While anyone could give away the original book freely, my modified version is protected by copyright laws.

Go spend a little time at <http://www.gutenberg.org> looking through all the materials they have available. Not everything there is public domain, so be careful to read any of the licenses included. Another great source for public domain materials are items produced by the US government.

For example, need some photos for your project? Check through all the links the US government provides here:

<http://www.usa.gov/Topics/Graphics.shtml>

Not everything is completely royalty free, but the majority of these photos are.

What about private label products? Do a search on private label products and you'll find thousands of products sold with these rights. You can then take those products, modify them, and produce a new product out of them. The big concern here is that most private label materials are next to worthless. They're low cost productions with poor writing and even worse information. So be careful when buying anything that comes with private label rights, but they can be a good starting point for your own project.

4. Do an Interview

What if you can't write and you're not even an expert on the subject you want to cover? Find an expert and interview them. In the real estate field they talk about using other people's money. In the information business, you can even use other people's information, with their permission of course.

Find several top experts on your topic and contact them. Create a series of 8 to 12 questions your research has said your market wants to hear. If you've never done this before, you're about to be surprised at just how easy it is to secure interviews with some individuals. Book authors are often the most open by the way as they're used to doing interviews to promote their books.

How do you record the interview? Just go down to your local Radio Shack or another electronics dealer. Ask for a phone recording set-up. This will give you the basic tool you need to get started. Or you can go fully digital like I have on my recent interviews. I'm now using <http://www.skype.com> software combined with <http://www.powergramo.com> to do my phone call and recording. This way it's all recorded digitally on my computer.

5. Teleseminar or Webinar

If you set-up a teleseminar or webinar, you can get paid BEFORE you create your product. I've done both one time calls and a series of calls. The beauty of both models is you get paid...and you create a product to sell. For example, I've done single calls for free...and for as low as \$19.95. I've also done a call where we charged \$37 and gave all the money from the call to charity.

I've also done longer series combined in with weekly assignments and personal feedback for \$397 to \$1,997 depending on how many calls were involved and the subject (4 to 12 calls).

You'll have your full outline ready before you sell the series, but you can create and expand on the material each week before the call (or webinar). In addition, doing a question and answer session at the end of each call will add even more value to your finished product.

Another advantage I've found to this method is now I'm actually required to get my product done on time. It's very easy to let life get in the way when your product needs to be done. That's not possible when you've scheduled and sold a teleseminar. Now you have to have the information done by that date. No more procrastination allowed...

6. Record a Camtasia Video

How did we even run an internet business before Camtasia? If you haven't tried out this software, do so now. You can download a free trial here:

<http://www.techsmith.com/camtasia.asp>

If what you're teaching can be demonstrated on the computer, this software is perfect. OR you can also use it to create a video of any Powerpoint presentation. Did you notice how my online videos at <http://www.internetlifestylesystem.com> were Powerpoint videos? Now you know how I did it.

They even have a complete learning center to show you how to get the most from your Camtasia videos, including such tactics as running a live quiz inside your presentation. Check out their training here:

<http://www.techsmith.com/learn/default.asp>

7. Follow an Expert With a Camcorder

Camtasia allows you to record what you're doing on screen, but what if you want to teach something that isn't done on a computer? Buy a camcorder and microphone. I definitely don't want to cover specific types to buy here, because the way technology is moving my recommendation would be out of date before I even get to the end of the report.

Now take your little camcorder, separate mic, and tripod to follow around an expert for the day. Maybe you're doing a DVD on gardening. Show exactly what they do in each step. Or it could be basketball. Show close-ups of the shot process. If it's a real estate investor, just follow them around with your camcorder all day.

It could be a “Day in the Life of a _____.” What would people pay to get behind the scenes of a successful real estate investor, day trader, or professional speaker? You’ll end up recording more than you can use, but you can edit all the boring parts out later.

Bonus Method: Notice what I didn’t talk about here? I didn’t even mention that you could outsource the product creation as one of the possibilities. ANY of the methods above could be outsourced by hiring someone else to do it for you. Spend a little time exploring over at <http://www.elance.com> to see all the different projects being posted.

Key #3: High Conversion Made Easy

Almost every new internet business owner I meet asks one of two questions:

1. How do I generate more visitors to my site?
2. How do I add more subscribers to my list?

Those are both great questions, but almost never does any new marketer ask me the most important question until I bring it up. How do I increase my conversions of visitors into buyers and subscribers?

Conversion and traffic go hand in hand. That’s why we’re covering traffic as the very next key to your internet business. But what good does traffic do you if they don’t buy? I don’t care if you generated 30,000 visitors to your website last week through the social media sites if you didn’t make any sales.

See, I know very quickly when I’m talking with a more serious business owner. They immediately start quoting stats like the opt-in conversion rate, sales conversion rate, income per visitor, and shopping cart abandonment percentage. They KNOW these numbers in their business. Do you?

There is no such thing as “real free traffic.” No matter how you generate your traffic, it’s going to cost you something. It costs you money to run PPC ads. It costs you time (or money for a team member) to produce content for the search engines or social sites. It costs you time and contact packages for JV partners and affiliates.

All traffic will cost you something. Once you have a successful internet lifestyle business you’ll know that time is much more precious than money.

What is your return on that investment?

Look at it this way. Let’s say I’m running PPC ads and I’m bidding 50 cents per clickthrough. Out of every 100 visitors, 3 of them buy my \$20 product. That means I’m selling \$60 to those 100 visitors, or I’m earning 60 cents per visitor. Unless I have very low margins I may be in trouble paying 50 cents per clickthrough.

How can I change those numbers so it's safe for me to bid 50 cents or even \$1? First of all, I have to get those conversion rates up. If I'm selling 5 visitors instead of 3, my visitor value jumps to \$1 per visitor. What if I add an upsell or an immediate backend offer (could even be from a related affiliate program), and my average income per visitor goes up to \$30? Now I'm earning \$1.50 per visitor.

Now I can afford to even increase my bids to a \$1 or more. Immediately I jump above all those other sites who are bidding less than me because they have a lower visitor value.

What if I install an email follow-up series both for the non-buyers and the buyers to start selling additional items? My visitor value continues to go up. I could potentially spend \$1.50 or more per visitor, because I'll be making money from products they buy later on.

Can you see why Adwords is getting "so expensive" in some markets? They've found ways to increase their visitor value by improving conversion, adding upsells, and increasing the lifetime value of a customer. When there are a large number of bidders with high bids, that means there is money in the market.

You may say, "But I don't do Adwords."

So what? Do you think your affiliate partners want to promote a site with a poor conversion? Would you send your visitors to a site earning you 50 cents per click when another one gives you \$2?

What if you get your visitors the "free ways?" Do you really want to work 4 times as hard to get the same number of sales because of your low conversion?

Running a lifestyle business means you must have high conversion at your sites to reduce the work you and your team have to do for your sales.

I feel this key is one of the truths that really helped me succeed on the Internet early on when so many other people were failing. My first direct marketing teachers weren't internet experts. There weren't any back then. My first teachers were marketing consultants and copywriters like Gary Halbert, John Carlton, and Jay Abraham. They drilled you over and over again how important your entire sales system was. They told you to study copywriting from the original masters like Claude Hopkins, David Ogilvy, and Robert Collier. Copywriting really is the million dollar skill. If you master it for your business, it's only a matter of time till you reach the success you're reaching for.

Here are just a few of the big copywriting tips that changed my life.

1. Collect and Write out Successful Sales Letters

Always be on the lookout for great sales copy. When you find a website that's been successfully selling online for years, print it out. When you get "junk mail" from the big direct marketers like Agora, save it. I've even went out of my way to purchase full collections of sales from some of the copywriters I most admire.

After you create your collection of sales letters, STUDY them. I don't mean just lightly read them. Program them into your brain. Pull out a million dollar letter that really resonates with you and type it all up yourself. While you're typing it out, think about what is going through the head of the writer and the prospect at each step in the delivery.

Tomorrow do it again, with the same letter. If your goal is to become a writer, keep this up for the next several months. Every week choose a different letter and work on it for one hour a day.

Don't neglect this secret I just handed you. It's simple. It's not sexy. It's not the new \$2,000 product launch that promises to solve all your problems by pushing two buttons. But it works. And isn't that what you really want?

2. Find the Big Hook

If you follow what I'm teaching you, you're going to go into some competitive marketplaces. What's your advantage? What's your big hook that's going to grab your visitors and really force them to read your copy? How can you create such a curiosity in your prospects that they can't just exit your website? If they do, they'll be thinking about your headline for the rest of the day.

Do your research. Investigate the competition. What advantages do they have? What weaknesses do they have? Examine your own product. Write down every benefit you can come up with about it. Examine all the survey results. Did anyone say something that just jumps off the page at you?

Call up a few of your current customers to ask them why they bought or anything that grabbed their attention. Most of my best ads are the result of something one of my customers told me. For example, if you read the main letter at [Internet Lifestyle Retirement System](#), you'll see me refer to the bonus DVD's as plug-and-play. I didn't first say that. One of my first beta testers refer to them that way as the reason he loved them. Don't ask me why I didn't think of it!

Once you have your hook, your big story, the rest of the salesletter, website, or email just falls into place. The real work of a copywriter is being that detective that collects all the evidence or that reporter who sniffs out the big story.

3. Write Like You Talk

Don't write like a college textbook. It's snooze button time! You're not being graded on perfect grammar. This isn't an excuse to sound like an idiot or run dozens of spelling mistakes, but I sure don't want anyone correcting all my grammar. A few suggestions are OK as long as you don't expect me to accept them all.

Write that email like you're writing it to your best friend or your mother. Write that web page the same way you would talk if you were speaking to your audience live. If uptight writing is so ingrained in your mind from school, then you might have to use the voice recognition software to overcome this hump.

If you can talk, you can write. We just need to get those demons from your 10th grade teacher Mrs. Sourpuss out of your head. Practice daily. And then just do it.

The Big Idea: Test Everything. You might write 5 different headlines and one of them improves sales by 350% over the others. And you can't know the winner until you test! This used to be a difficult process with split testing everything you did, but it's easy now with free multivariate testing.

I've used several different multivariate testing programs. My favorite is Google Optimizer. If you have an Adwords account, you have access to Optimizer. Notice what I didn't say. You don't have to be spending any money in your account. You just have to have one.

If you don't have an account, go over to Google right now and set one up. You'll need to pick at least one keyword phrase and write a quickie ad. Then pay them their setup fee (was \$5 last time I checked). Once your account is up, you can immediately pause that campaign so it never runs. Now you have a Google account and can use Optimizer.

Where do you start with testing? I'd suggest beginning with the headline, the intro paragraph, the price, a photo with caption, and the primary closing offer.

Key #4: The Traffic Secret of Every Top Marketer

Lets deal with the big question on every marketer's mind. "How do I generate more traffic?"

Wrong questions produce wrong answers. And it's not just traffic you want at your site. A much better question is, "How do I generate more BUYERS at my website?"

It's not the traffic that's important. It's the quality of the traffic. Let's say one site gets 100,000 visitors a month and another one only gets 500. Who is more successful? You can't tell from just that stat. What if we add in that 100,000 visitors a month are coming from a site such as Digg which generates traffic quickly that is often

quite unresponsive to any offer? And what if the site generating 500 visitors was a real estate agent who focused only on selling million dollar homes to relocating executives?

Once we get into the income earned from those sites, you're going to see a totally different picture from the traffic numbers alone. Let me give you another specific example from my tracking statistics that I watch closely. I have a semi-squeeze page where I go after people's email address (meaning it focuses on their address but does have other links on it). When I bought advertising on one of the social media sites, I generated 1.7% conversion of visitors to subscribers. That's 17 out of 1,000. Pitiful! The site sucks!

With certain keyword phrases in Adwords, the site generates 19.2% conversion. It's the same site. With JVs, it varies based on who the JV partner is, but ranges from 36% to 54% generally. I've even received an 81% conversion rate on it. That was when I told people to visit the site while standing in front of them at a live seminar (and tracking the direct hits that day).

The only difference is the quality of the traffic.

That's why you must quit focusing on "generating traffic" and start focusing on generating more buyers. How can we send more buyers to our website?

That leads us to another question. Ask the right question, and you'll get the right answer. Where are your future buyers ALREADY buying from?

The absolute best traffic is your own customer list obviously. Second best is someone else's customer list.

Affiliate programs and joint ventures are the way to drive targeted buying traffic to your site in the majority of markets. I separate out joint ventures from affiliates programs because they encompass a lot more than just a simple affiliate program. You might do a special offer with your joint venture partner just for their list. Or the joint venture could be something totally different like publishing an ad for each other at the top of your newsletter, writing a guest post for one another, or even creating a product together.

Here's a quick tip. When I deal with business owners who primarily promote affiliate programs for their income, I still ask them to create their own low cost "entry" products. This allows us to not just be an affiliate, but also have affiliates selling for us and building our customer list for us. Then the affiliate programs you were promoting become backend income. Even if you give away 100% of the income from your product, you're still building a customer list.

Why would anyone do a joint venture with you? You shouldn't even have to ask that question if you paid full attention to #1, #2, and #3 above. They'll joint venture with

you BECAUSE you did those items. The majority of emails and letters they sift through are from people who don't have a clue.

Where do you get the test results to improve your conversions before you use a JV partner as your test dummy? That's why I harp on the PPC search engines. Look at them as a game. Your goal is to see how high you can get your ad clickthroughs, your email sign-ups, and your sale conversion rates. Google is the first stop because they have the traffic. Yahoo and MSN are the next two stops because they have less traffic. Although I've found multiple times that my sales conversion rates have been better with Yahoo and MSN. They just don't have the same level of traffic.

For a great introduction to PPC, pick up Perry Marshall and Bryan Todd's book, "Ultimate Guide to Google Adwords." It's an excellent beginner's guide to understanding the basics and getting started.

The next way to expand is through creating a free content site such as a blog. My blog over at <http://www.terrydean.org> is my "home base" online for the internet marketing portion of my business. Blogs are the easy way to begin ranking on search engines since the nature of the blogosphere is about creating updated content and linking to one another. That's what Google and the others are looking for: relevant content and links.

So why is it coming third on my list? I'd prove a market was a profitable with PPC first. If you can't profit with PPC, maybe it's not as lucrative as you thought. Then you expand out with affiliates and joint ventures. This is where the quick money is in any market. Then I move out to blogging and content because this is the "long haul" for your business.

Every time you put up a new blog post you're adding new search engine fuel to your site. For my own blog it hasn't been about the one big keyword phrase. I'm getting traffic from thousands of keyword phrases...many of which only have a few searches and I never even thought about before. In addition you can take the content you're creating for the blog, rewrite it, and submit it to ezine publishers and article directories. Modify the content into a press release, and submit a new press release each month.

As your content grows and you generate more incoming links, your search engine traffic will keep growing. PPC is the fastest. Joint Ventures are the biggest. Blogging and content are the long term source.

With blogging comes the discussion of Web 2.0 and social media. Web 2.0 is simply about having a conversation with your prospects...and letting them communicate with one another. Blog comments are perfect for this along with the conversations that often start up between different blogs when one makes a post and others build on it.



The hot subject though is always the social media sites. Everyone wants to know how to get on the front page of Digg so they can crash their server. I don't know. Is that a badge of honor they give you? I prefer my servers to stay up and the shopping carts humming.

I've been doing tests on the social media sites, and so far Stumbleupon has been the best one. But they still in general hate any form of business being done. For me, I consider social media traffic just an extra form of traffic to my blog. It's not something I go after directly. Yes, my team, my interns, and I submit to the social sites, but it's most definitely not my traffic focus. It's just the frosting on the cake as it is mostly community driven.

Key #5: Create Systems That Do the Work For You

Here's where the Internet Lifestyle really gets exciting. It's a lot of work to run an internet business, but no one said you had to be the one doing all the work. A business is all about building a profitable system that doesn't require you to run it. If you have to be there every day, it's not a business. It's a job. And it's a poor one at that. Good jobs at least give paid vacations.

You can't be on vacation relaxing at the beach if you don't have a team to help manage your business. You'd be tied to a laptop making sure nothing goes wrong and emailing all your customers back about any order problems occurring (I hope you know problems do occur at times).

The first step to your systems is automation. Use robots to do as much of the work for you as possible. Your website and order processing system are your 24 hour a day sales person. Your autoresponder can be set to automatically follow-up on your prospects.

You can even put together a newsletter-in-a-box type system. This takes time to do, but I've done it in my business along with a couple of coaching clients. You send out a weekly email newsletter for a year. Now turn around and take all the issues you've written and turn them into an autoresponder sequence for all new sign-ups. Your whole first year of issues are done. Instead of publishing weekly, you now just send out an issue when you feel like it to the whole list as a broadcast.

Automation is wonderful. For example, I love how when I post to my blog, it is automatically also mailed out to my list by Aweber's blog broadcast feature. And I can schedule when posts on my blog will appear in advance. Often all my posts are put together one day and scheduled for the next week or two (which means all the emails will be going out then as well for this list).

Your next step in leverage is bringing in team members. As a small Internet Lifestyle business you may never want a single employee. It can all be done by

outsourcing. Need someone to manage your own customer support ticket system? Outsource it. One of the best places to start for an outsourced customer support team is at: <http://www.workaholicsforhire.com>

Need someone to modify your website or do your daily marketing activities, bring on a virtual assistant from anywhere in the world. Need someone to track down experts for your interview products? Create a step-by-step system for it and hand it off to your assistant.

Don't like writing your own emails? Have a team member do it for you. Absolutely everything in the business can be turned into a system. Some projects are more difficult than others to hand off, but all of them are doable. Right now I have over 70 systems documented in my business, including such activities as writing blog posts, creating press releases, submitting to social sites, setting up new autoresponders, mailing out my print newsletter, handling the customer ticket system, and finding JV partners. Is every one of these used every day? Definitely not. Mailing out my print newsletter is only done once a month, but it's still a system someone else can handle when I choose.

Currently I'm even running an intern program where beginners can learn how to build a business online for free in exchange for doing the work of marketing my business. My free interns have been creating articles, writing new ad copy, publishing videos online, and more.

My traffic jumped immediately by about 30% (especially on my blog) once I leveraged my knowledge and systems by allowing interns the opportunity to promote for me.

It's about leverage. If it's just you working, you only have so many hours in a week. Let's say you work 40 hours a week (that's a lot in my opinion). And let's say I work 20 hours a week. But what if I also have 20 team members who are consistently working 10 hours a week each?

You get 40 hours per week accomplished. I get my 20 plus 200 hours from my team members. Who is going to get more done this week? What if all my team members are only half as productive as me even though they're using the same system? That's fair as it is my business which I care more about. That means they're still producing 100 hours of work per week. So together we're doing 120 hours per week.

Your choice is to either start working 120 hours per week (leaving you only 48 hours a week for sleep, meals, family, etc.) or you have to leverage team members as well. Let's see how long you can keep up that weekly schedule. What happens when I add more team members as 20 is a very small number of outsourced workers?

Now do you see why some business owners get so much accomplished in less time? They have a team of workers (either staff or outsourced) who leverage their time and systems to produce dramatically more than they could ever do on their own.

When you outsource you must follow these principles:

1. Simplify and Automate First.

If you're following a process that takes two hours to do that could really be done in one hour, you're wasting your time. When you outsource that work, you're then wasting someone else's time and YOUR money. Take time to identify the key performance elements in any system you put together. What are the most important steps that need to be highlighted? Which items are fluff that can be eliminated? How long does it take? How often should it be done for maximum return on investment?

2. Create an Easy to Follow System.

Break down the process into simple steps. Write them out. You could even add photos of each step to your written procedure guide. I've found video to be the absolute best tool to train someone in a process. For computer steps, simply use Camtasia just like you would to create a product. For business procedures off your computer, you can use a camcorder.

For all of my systems mentioned above, I've used Camtasia to record the step-by-step process. The majority of these plug-and-play video procedures are included in my [Internet Lifestyle Retirement System](#) for you to use as well.

3. Require Your Team to Work Independently With the System.

DON'T train your team to rely on you. If you do that, all your work time will be spent managing others who spend their time asking you questions instead of doing the work. If you let them, they'll get you to do their work for them.

What if your procedure simply isn't self-explanatory and they really need help? Find out what is wrong and improve it so this doesn't happen again. Even though I've been teaching people how to market online for years, with my intern program I had to redo several videos to make them easier to understand and follow.

The key here of course is to build a business that doesn't rely on you!

Would you like to expand on each of these topics...PLUS find out more about how you too can build an [Internet Lifestyle Retirement Business](#)?

[Watch the complete 30+ Minute FREE video on "How Anyone Can Build Their Own Internet Lifestyle Retirement Business" by clicking here...](#)

“Skip the Hard Part of Setting Up Your Online Business By Putting 95 of My Proven Video Systems to Work for You”

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Every element in this course has been designed to help you master each step in running a successful Internet business.

You'll discover...



How to choose the winning market idea...including step-by-step instructions on how to do your research to **KNOW** it's a success before you ever get started. Never have a losing project again.



How to use video in a Web 2.0 World to deliver your information **AND** increase your sales. Once you know the secrets, you'll find this is quickest way to get new products out there and selling.



The Insider secrets of top converting websites...including 10 instant conversion boosters you can try out for an immediate jump in sales.



How to tap into the **BIG rivers of traffic** in your market creating a flood of visitors to any site almost immediately.



Outsourcing made simple. Discover how to create tools, find team members, and manage your business for maximum profits and leverage.



How to find and adapt your unique gifts to your business. This is important information left out of many courses, but it's vital for creating a life you love!



How to brand your business and your products as the only option in the minds of your customers...competition simply doesn't matter when you do this.



The truth about using Joint Ventures to build your traffic, grow your list, and sell your products. Take away everything else I know, but leave me with joint ventures...and I'll build a very successful online business.

Use My Systems to Train Your Team, Outsource Your Work, and Build Your Internet Business

You're going to discover my complete A-to-Z information publishing business, but that's just the beginning. In addition, you receive 95 of my team training videos you can use IMMEDIATELY to grow a real business that works with out you.

Look at what Scott Palat had to say about these team training materials:

"It's Unreal...I Just Had a Team Member Use your Video to Send Out Our Quarterly Newsletter"

"Your intern and affiliate DVD programs are unreal!! I am so impressed with the level of detail you tended to. I didn't even realize that your affiliate dvd was plug and play like the intern program until just now. I thought it was training for me on how to do the affiliate program.

I am so excited to get this going. This is exactly what I needed to put my businesses in the fast lane.

What about the virtual assistant DVD? That's one heck of a product all by itself!! I just had a team member use your video to send out our quarterly newsletter. I wasted so much time trying to explain that to her. I also sent your interview video to my buddy who will follow your instruction and set up VIP interviews on his own. That's huge!!

Trying to explain this stuff was a big waste of time.

Then you have the affiliate program. Do you get all 3 of these DVDs for \$500? That's an insane bargain!"

Scott Palat
TutorFi.com
Your Trusted Online Tutoring Community

What if you don't have a team? That's OK. That's why I share exactly how to get started with building a team on a low budget...AND have to outsource your very first project.

Here's just a taste of the projects included:

- Submitting to Blog Carnivals
- Writing Articles
- Writing Blog Posts
- Basic Keyword Research
- Writing Press Releases

- Participating on Forums
- Commenting on Blogs
- Creating a JV Letter
- Finding JV and Affiliate Partners
- Web 2.0 Social Bookmarking
- MySpace, Delicious, and More
- Copywriting Headlines
- Making Videos
- Uploading Videos
- How to Setup Your Shopping Cart
- How to Secure and Record Interviews
- Easy Steps for Editing Video
- How to Duplicate CDs and DVDs
- Customer Support Systems
- Broadcasting to Your Email List
- Send Out Thank You Cards
- Publish a Print Newsletter
- Handle Refunds and Customer Issues
- Protect Your Downloadable Products
- Run a Special Promotion for JV Partners
- And Many More!

You'll discover how to grow your business from these methods, but these videos go much further than this. These are turn-key systems you can install immediately in your business to outsource your work to others.

I know it's a little difficult to understand until you hear more about why this is the business building course you've been waiting for.

[Go here now to find out more and watch our special video presentation...](#)

<http://www.internetlifestylesystem.com>