

**114 FREE & Low Cost  
Ways To  
Make \$100,000 a YEAR Online!**

## **1. Develop a Unique Web Position in your Business.**

What is unique about your product or service? Is it better than the competition or does it just do the exact same things as everyone else's products. The successful sites online are never me-too sites. They are sites which have come up with a unique angle in a targeted niche market.

## **2. The Unique Web Position is more important than the ad copy.**

Good ad copy can not make up for a poor concept. A good concept and UWP (see technique #1) will work even with ad copy that is just OK. Your ads need to highlight and flow out of whatever it is that is setting your business apart from the crowd: prices, service, quality, etc.

## **3. Don't just lower prices if your product isn't selling.**

In some cases you may have priced your product too high. In most cases, it is because you haven't set yourself apart as a valuable product to the consumer. Add more bonuses, focus more on UWP, etc. In other words, add more value to the current package.

## **4. Look for a market before you develop a product.**

People who start with a product and go looking for customers are starting down a hard road. Find a market full of people who are ready to buy something. Most of the really successful entrepreneurs find a market of people and then develop a product that those people are constantly seeking after.

## **5. Look for a hungry crowd.**

The hungrier your potential market is for your product the better your success rate will be. Don't spend your time trying to change people's buying habits. Create a product or find a product that people are already desperately searching for.

## **6. Don't try to create a market.**

Find an existing market. If you can't describe to me in one paragraph who your prospects are, then you are going to have a horrible time trying to sell your products online. Tap into a market that is already looking for your product.

## **7. Testing is the Key to all Marketing Success.**

One ad may work 10 times better than another very similar ad for the exact same product. You must always test headlines, offers, guarantees, and traffic generating methods. The most successful marketers are not always the smartest. They are the ones who have tested the most methods without quitting.

## **8. The purpose of all of your advertising should be to produce sales.**

A small business cannot afford to spend millions of dollars trying to create name brands with their web site. For example, your banners should be tested to make sure that every penny you spend in advertising produces a profit in sales.

## **9. Even FREE advertising costs you something.**

Every bit of advertising you do costs you something, either money or time. Make sure that it is producing for you. Nothing you do is literally FREE. It will cost your business significantly less in the long run to buy a \$500.00 program if it helps you to accomplish your goals in 1/10 the time.

## **10. Every aspect of your site and marketing should be focused on presenting your UWP to your customers.**

Everything you do should focus on your Unique Web Positioning Strategy: signature files, headlines, order forms, FREE reports, ads, etc. Your customers should always know exactly what makes you different from your competitors.

## **11. Integrate everything you do into one primary strategy.**

Your various activities, FREE reports, and advertising should all focus on the same prospects and eventually bring them to a buying decision. Don't focus on just getting a million people to your site. Ten red hot prospects ready to buy all of your products and services are worth more than millions of traffic that is just passing through.

#### **12. Plan for multiple streams of income up-front.**

In most cases, 50% - 90% or more of actual profits in your Internet business can occur or should occur through backend selling opportunities. If you ignore supplying more than one product or service, you will be ignoring the majority of your profits.

#### **13. Make sure that you include high ticket items in your overall strategy.**

If you are currently selling low priced items (items costing less than \$100) which are not consumables, you must come up with higher ticket items to sell on the backend. It is easier to sell one \$1,000 high quality product than it is to sell 50 \$20.00 products.

#### **14. Create your own Internet marketing funnel.**

The best strategy involves low ticket items, medium ticket items, and higher ticket items all in one funnel. For example, a consultant could create a book for low ticket sales and a marketing course for a medium ticket product. Then, the high ticket item can be their actual consulting service.

#### **15. Pick a market you are passionate about.**

Don't just pick a market and product based on money. Find something that you love to do. If you're excited about your market, then you are going to find it is that much easier to stick it through until your business becomes a success.

#### **16. Be willing to think outside the box.**

Be willing to look outside of the Internet to find ideas and strategies that are helping to build profits in other businesses. If a technique is successful at building profits off-line, it may just work online. Testing is the only way of finding out.

#### **17. No marketing technique is really new.**

We talk about new technologies, but no marketing technique is really new. Someone in some other industry has already been using it. So, begin to keep your eyes open wherever you are shopping for techniques you can "borrow" for your business.

#### **18. Human nature stays the same.**

The same basic marketing principles that were relied upon 100 years ago are still working today. For example, customers are still more interested in themselves than in your business. People still want the same basic benefits.

#### **19. Look for the easy opportunity.**

Don't choose a project that costs \$10,000 and 2 years to complete...especially when you are just starting out. Look for quick one month projects. It is hard enough starting out, so make sure you stack everything in your favor.

#### **20. Avoid challenges when choosing a business.**

Enough challenges will show up after you start a project. So, look for a project that you know you can complete in a short time frame. Most beginners will never complete a project that takes over a month to finish.

#### **21. Don't try to compete with major corporations.**

Don't try to compete with multi-million dollar corporations on the basis of price. You cannot start a book business and out price Amazon. If you want to compete as a small business, you must choose to market to a niche group of people.

#### **22. Find your niche.**

If you want to create a book selling site, then focus on a specific market such as dogs, pottery, business, etc. If you run a search engine, focus on a niche. Don't compete with Yahoo.

#### **23. Base your plan on reality.**

It may be a good idea to offer a site that updates every single day like the big corporations. They have hundreds of site designers and thousands of employees though. If you want a site that updates constantly, create it to work with an automated updating program or with a support system such as a discussion group where hundreds of people can be posting content for you.

#### **24. Try offering seven links or less on your main page.**

One of the primary goals of any business is to make sure you don't confuse your customers. By offering only seven links or less on your main page, you will limit the likelihood your prospects will get confused about the purpose of your site.

#### **25. Make sure every page on your site links back to your main page.**

Don't assume your prospects will just hit the "back" button to go back to your main page. Also don't assume that they will remember where your main page is. Have every page on your site link back to the main page.

#### **26. Include the "new" command when linking outside of your domain.**

You will be able to keep the visitor at your site by using the new command on links that go outside of your domain. The way to do this is by simply adding target="\_BLANK" inside of the html section of your links. Below is an example.

```
<A HREF="http://www.bizpromo.com" target="_BLANK">
```

#### **27. Cut down on the graphics on your site.**

Graphics take a long time to load. Keep the graphics to a minimum on most sites and always try to reduce the colors down to 256 or even 16 for reduced sizes on all of graphics.

#### **28. Don't always jump into new technologies.**

Flash sites and Real Video are awesome technologies you can use on your site, but don't let your whole marketing plan rely on them. Offer other means of obtaining the same information from your site for those who don't want to wait for the site to download.

#### **29. Spend the extra money you need to get your own domain.**

Don't force your Internet business to rely on a FREE server. Getting your own domain name establishes credibility in the minds of many of your prospects. It is worth the extra \$35 per year for Network Solutions and the extra \$20 or so per month for a hosting service.

#### **30. Look for a hosting service with full support, CGI access, and secure ordering.**

Too many people skimp in this area and find out they have to move their server later on. Look for a hosting service that has what you need when you start instead of just looking for the cheapest prices.

#### **31. Accept Credit Cards**

Your business must accept credit cards if you want to succeed in this next century online. Around 90% or more of your customers will purchase by credit card, so you really aren't even in business yet if you aren't accepting credit cards.

#### **32. Offer several options for ordering.**

The best way to receive the most orders in your business is to offer a secure order form, phone orders, fax orders, and postal orders. One of the keys to success in any business is to make ordering as easy as possible.

#### **33. Remember that FREEBIES are the key to sales.**

Offer FREEBIES on your site. Offer FREE information, FREE CGI programs, FREE demos, or FREE samples or your products or services. FREEBIES are the driving force in online marketing so make sure that everything you do has some FREEBIE involved.

#### **34. Give something good and valuable away for FREE.**

Don't offer something just to get visitors. Make sure that it is a good example of the kinds of materials you can offer. If you are giving away junk, then people are going to have the same opinion of any product or service you offer.

#### **35. Make sure not to give everything away for FREE.**

Some people give everything away for FREE and then find that neither they nor their prospects have been done a service. If you give everything you have away up-front you will have nothing to sell. If you give everything away to your prospects, they won't see the value in what you are offering them and usually won't even use it.

#### **36. Create a sales funnel on your site.**

Always keep your well defined goal in your mind while you are building your web site. If your goal is to receive automated sales online, then make sure that all of your FREE stuff leads people closer to a buying decision.

#### **37. Not all web sites are created with sales in mind.**

Some companies may just want to collect leads for their company to follow up on by email, mail, or by telemarketing. If you sell a high ticket item, you will find it is difficult to make sales directly online and may want to use your site to collect leads.

#### **38. One of the best things to do on any site is to collect the email address.**

If you get your prospect's email address, you can follow-up. If you don't get their email address and you don't get the sale on the prospect's first visit, then you will have lost the sale forever. Also note that a good web site only converts .5% - 5% of their visitors.

#### **39. The next web site is just a click away.**

Part of the reason for your focus in site creation is that your competitor is only one click away. If you lose your prospect's interest for one minute, you will miss out on the sale. Everything you do must grab their attention and focus on your goal.

#### **40. Give an opportunity for people to present feedback.**

Your web sites should always have a feedback form so people can send you their questions or their opinions. Not all of the opinions are always good, but you will begin to see what reasons people have for not buying from you. Then, you may make changes if certain things keep coming up.

#### **41. Every web site you create should have a headline.**

You should never create a site where your company name is right on top unless it represents your strongest benefit to your prospects. You must use your UWP and a strong benefit as the headline of your site if you want to keep people interested for long.

#### **42. All of your marketing will be seriously hindered if you don't focus on your sales letter.**

It takes the same amount of work to get prospects to your page whether 1% of your visitors buy from you or if 20% of your visitors buy from you. Don't try every advertising technique in the book if you haven't established a page that can sell first.

#### **43. Look to earn at least \$1.00 or more per visitor.**

Push the envelope and seek to earn at that level of earnings. If you can't reach that mark, you will almost always be struggling when trying to use paid advertising techniques. Since the Internet is moving more and more to paid advertising and away from FREE ads, you have to start working on getting your closing rate up.

#### **44. Focus on the lifetime value of a customer.**

If your front end makes only 25 cents or less per visitor, you can still earn money if your backend products and services are making up the rest of the picture. How much is a customer worth to you throughout their entire buying lifetime?

#### **45. Don't start an affiliate program if you aren't achieving the above goals.**

Don't start an affiliate program just to get traffic to your site. One of the reasons for the failure of 90% of affiliate sites out there is the fact that the owner never worked on and tested the actual sales process. Sure, as an owner you make money through affiliates promoting you. What about them though? Why should they advertise for a program that doesn't work?

#### **46. Your site must focus on benefits.**

You probably have heard this a hundred times, but your site has to focus 100% on the benefits. Your prospects do not care about your company, products, or services. They only care about what it will do for them. Tell them what you can do for them.

#### **47. Spend 80% of your time on the headlines.**

If you can't get people interested and excited by your web site's headline, then you are not going to keep them at your site long. Many of the good copywriters spend days writing headlines and come up with well over 100 possible headlines for any sales letter they write.

#### **48. Bullets are an awesome weapon for advertising.**

People online are moving at the speed of thought. To grab their attention and create the buying decision, you want to use a lot of quick benefit listings. You could almost call these mini-headlines. Most of the headlines you didn't use from technique #47 will become the bullets of your sales letter.

#### **49. Your web site must establish credibility.**

Credibility is the missing link in many web sites. Sure, you established interest and desire in your product, but why should your prospects trust you. Step one to credibility is providing a good clean site and information that backs up your promises.

#### **50. Testimonials are one of the keys to credibility.**

I heard it often said that marketers without testimonials have skinny children. Make sure to keep on file every testimonial you get in your business so that you have these credibility booster enhancers for your letters and your web site.

#### **51. Offer a no questions asked guarantee.**

Nothing beats a no questions asked full money back guarantee for credibility. Some of your prospects might take advantage of you in this, but the increased sales you will have by offering one will always outweigh any disadvantages of having it.

#### **52. Use bonuses to add more value to your product.**

Bonuses are proven to add more sales to your product or service. Especially use information products as bonuses as they have a high value, but are low cost to produce. By the way, if you need FREE bonuses to ride along with your product, let me know.

#### **53. Always use a P.S.**

Go over the offer and the guarantee again in the P.S. at the bottom of your letter. Every single copywriter I know has used these and has increased the effectiveness of their ads through them. Many people read the P.S. after they check out the headline.

#### **54. Repeat the offer on the Order Form.**

Some people save the order form in their favorite places to come back to. You will want to make sure that it goes over the offer again to re-enforce the buying decision for all of your prospects.

#### **55. Offer an immediate up sell after the order.**

The best time to make another sell to an existing customer is right after they have purchased from you and still have their credit card in their hands. You may increase your profits by 10% - 30% by offering another related product on your thank you page.

#### **56. Create a swipe file on your hard drive.**

Create a directory on your hard drive for good sales materials to go in. Every time you see a good piece, click "Save As" in your browser and put it in this place. You can't copy anyone's materials, but it does give you some good motivation when it comes time to write your own pieces.

#### **57. Read Everything you can get your hands on about writing sales letters.**

Good copywriters study and practice. If you want to make sales from your site, you will do the same. If you don't plan on studying and aren't willing to learn a system for copywriting, then hire someone else to write your ads for you.

#### **58. Create a system for writing your sales letters.**

Create a step-by-step system for writing your own sales letters. Follow the examples of those who have gone before you. Observe what system they were using when they wrote their letters and do something similar.

#### **59. Make new products from old ideas.**

Don't re-invent the wheel. Improve upon an existing product is an easier and faster way to make money.

#### **60. Don't market an affiliate program that doesn't already have a proven system.**

Just because someone can sign up thousands of free affiliates doesn't mean that they can sell products. Over 80% of affiliates never do anything. Make sure that you don't become just another statistic like that.

Go back and read over your web site and your ad materials. Are they focusing on the prospect and the benefits they receive from your site, products, and services? Or are you just producing a company brochure online?

The end result that everyone is trying to achieve is to make the sale. Does your site make the sale?

#### **61. Even an affiliate should own their own domain.**

Even if you are an affiliate and have a web site from your program, you still should get your own server and domain name. The best affiliates almost always do this. They want people to see them as a business, not just an affiliate.

#### **62. Banners are the least effective means of selling your affiliate program's products.**

Banners have horrible click through ratios in general and cannot compete with personal endorsements of your company's products and services. Use text links to your affiliate program instead of banners whenever possible.

#### **63. Write up a personal testimonial for your affiliate program.**

The most effective affiliates in any program write up an article or testimonial about the product first. Then, they go to marketing. Don't just give a link. Give credibility to the program you are representing.

#### **64. Offer a free bonus for buying from your affiliate link.**

Even an affiliate member can have a Unique Web Position. You can be the only one who offers a certain special free bonus to people who buy from you...not any of the other affiliates. Buying from you can be worth more than buying from the owner himself.

#### **65. Distributors and network marketers should use the above technique as well.**

Be the only one who offers this extra special bonus. Set yourself apart from the rest of the distributors by doing this. Then, you are going to find that selling just became 500% easier than you ever imagined before.

#### **66. Start Your Own Opt-In Email List.**

One of the goals of your business should be to build your own opt-in email list. If you can get 10,000 people who receive contact on a regular basis from you, then you never have to wait for money again.

### **67. Do endorsements to your list.**

Once you are running a list, start doing endorsements of other products and services. The best affiliate members are those who are giving personal testimonials and endorsements to their Opt-In list members.

### **68. Personalize your email communications whenever possible.**

There are tens of thousands of ezines being published now and millions of emails being sent out daily, so you have to find ways for your prospects to distinguish your emails from the hoard of other marketing communications they will be receiving.

### **69. Use an automated follow-up autoresponder.**

These autoresponders will unlimited personalized follow-ups to your prospects and customers. Begin to use them for your marketing documents, FREE reports, sales letters, etc. Try to find a proven follow-up system that you can emulate in your communications.

### **70. Provide good quality information in your emails.**

Don't just create glorified sales letter and send it out claiming it is a FREE report. Learn how to combine great information in with your sales materials. Internet marketing needs to be integrated with both FREE info and marketing materials.

### **71. Publish your ezine on a schedule that works for you.**

Don't publish weekly or daily just because someone else does. You need to find a system that works for you. If you can only put together a good quality publication once a month, then do that. Don't just sling together articles from anywhere you find them just to fill up space.

### **72. Don't be afraid to make sales to your list.**

You have to provide information to give yourself credibility first, but your newsletter or email publications will not make any money if you don't eventually move to the sale.

### **73. Use your web site and Opt-In list together.**

Learn how to integrate your web site in together with your email publications. The most successful web site owners know that you have to combine these two techniques for maximum effectiveness in your advertising.

### **74. Submit your ezine to every directory available.**

There are dozens of directories which list ezines. Although you won't receive thousands of subscribers through most of them, they do produce a small and steady flow of new subscribers and leads for your business.

### **75. Trade Classified and Sponsor Ads with Other publishers.**

One of the best ways to build your list is to team up with other publishers. Everyone profits by all working together. Look for other Opt-In lists which have a similar number of subscribers as your publication. Then, trade ads for each other's newsletter.

### **76. Use Joint Ventures to build your list.**

I tripled the number of new subscribers I was receiving from my web site daily. What I did was trade ads on my thank you page for subscribers with three other ezine publishers. So, when one person subscribes to any of our ezines, they get the opportunity to sign up for the others.

### **77. Make your ezine interactive.**

Take polls and ask questions of your subscribers. One of my subscribers favorite section is our search engine section where the subscribers send in the questions which are answered every week.

### **78. Always build a personalized database of your customers.**

Don't just use email for your prospects. Keep track of your customers and contact them by email as well. Come back to your current customers and offer them additional products about every one to six months depending on your specific business.

#### **79. Use free advertising to test out your system.**

I always like to start with free ads to test out my new marketing systems...especially the offer itself. The Internet is one of the only mediums where you can take advantage of free advertising to test out all of your offers first.

#### **80. Prepare a signature file with your UWP.**

You should prepare a signature file in whatever software you are using for your email. Look in the instruction manual or help file for specifics on this. The one key I want to present to you is that your SIG file should be 4 - 6 lines and contain your UWP.

#### **81. Participate in Discussion Groups.**

I know of people who build their entire Internet business out of discussion groups, newsgroups, and mailing lists. I was literally shocked when I first started participating in these groups and realized the traffic and sales that were being produced.

#### **82. Submit Articles to Ezines and Web Sites.**

Advertising through ezine classified ads gives you the most bang for your advertising buck. To get the most bang for your advertising time, write short articles and submit them to ezines which are sent out to your targeted market.

#### **83. Create Your own Electronic Book**

Currently around 1/3 of my web site traffic is being generated through free e-books which I have created and distributed around the net. Traffic is generated from them day in and day out without any additional time or money. These ebooks can have a lasting value in your business.

#### **84. Ask for Link Trades.**

If you have produced a content rich site, then start going out and aggressively seeking for links from other sites. The quickest technique is to look up on AltaVista and find everyone who links to your competition and then ask them for a link to your site.

#### **85. Submit to major Search Engines by hand.**

Around 95% of search engine traffic is generated by the ten largest search engines. Submit your site to these engines by using the submission forms which are on their site. Don't rely on your submission software to do it for you.

#### **86. Use software to submit to 1,500 or more others.**

There are thousands of little search engines and free-For-All Link pages out there. They really aren't worth the time it takes to visit each one and submit by hand. So, purchase some software which costs under \$100.00 to do it for you over and over again.

#### **87. Continually redo your submissions to these pages.**

Remove the major search engines from your submission list in your automatic software submission tool. Then, start submitting your site to the small search engines and free-For-All Links pages every few days or every week. Each submission only builds a little traffic, but it does start adding up over time.

#### **88. Put Your Web Site on all of your current materials.**

Make sure you have your web site and UWP on all of your current business materials such as brochures, ads, etc. Don't just limit the marketing of your site to online avenues. The best advertising often takes place offline.

#### **89. Place your web site address on business cards and letterhead.**

Make sure you list your web site address on these important business materials...along with your UWP. Just a web site address isn't worth much if it doesn't detail the benefits you present to your customers.

#### **90. Press Releases are the best free advertising available.**

FREE publicity can drive more traffic to your site overnight than a year full of other types of FREE advertising. Do whatever you can to learn how to write good press releases and then start submitting them to magazines, newspapers, TV, and radio stations by email, fax, and postal mail.

### **91. Once your system is proven, start using paid advertising.**

By using free ads first, you will be able to prove your system works or doesn't work without spending a penny out of your pocket. Once it is a proven winner, then you can start rolling out with paid advertising to generate regular automatic sales.

### **92. Ezine ads give the best bang for buck.**

I love ezine ads. You can reach one thousand to one million people this week and only spend \$10.00 - \$60.00. There is nothing else like it. Write a good classified ad and then start testing in some of the various ezines out there.

### **93. Make banner ads look interactive.**

Banners are quickly losing their online effectiveness. A way to pump your clickthroughs back up is to make your banner ads look like it is interactive by adding in drop down menus, click boxes, and sliders. This gives it a "Windows" feel and it will produce more click throughs.

### **94. Html banners beat regular banners.**

The best method I ever used to build up my ezine list was to use an html banner where people could subscribe to my newsletter while still on the page of the host. It produced thousands of new subscribers a week at a very low cost.

### **95. Always code and test every ad.**

Don't even consider running any ad without having some type of tracking mechanism built in. Consider setting up hundreds of mirror sites (sites with the exact same content) so that you can refer people to a different site with every single ad.

### **96. Overture.com is one of the best tools going.**

Overture.com has a pay per click advertising method in place. You pay a certain amount such as one penny and then you pay for everyone who clicks through to your site under that keyword. By selecting hundreds of keywords you can build up thousands of visitors daily to your pages.

### **97. Pay per lead for constant results.**

Other companies such as Pennyweb are doing similar techniques as Overture.com. There you turn in a banner and you pay a certain amount such as fifteen cents per visitor for all of the traffic they generate to you.

### **98. Use the same headline on your site as in your ads.**

This way you can keep your prospect in the flow. Whatever they clicked on is what they are now reading about. Make sure that you never lead your prospect into confusion.

### **99. Try a personal response on specific ads.**

If you have a banner at Infoseek, have the headline of that page read "Special Bonus for Infoseek members." If you are doing a Joint Venture in a newsletter, mention the name of the newsletter on top of the page.

### **100. Offline advertising may yield best results.**

Consider using offline forms of advertising in your business. Many of the businesses that once advertised heavily online are again moving their ads back to TV, radio, and magazines. In some industries, the leads produced through offline advertising will often buy much quicker than online leads.

The old statement, "Build it and they will come," might have been a good theme for a movie, but it doesn't work in online marketing. Once you build it, you must start advertising it. If you just sit down and rest on your laurels, then you will not make any money through your online business.

### **101. Postcard decks give a lot of exposure.**

You can purchase a postcard to go out in a postcard deck to 100,000 readers for \$1,500 - \$2,500. This can give you a lot of exposure for a very low cost. Prepare a FREE report or other service and then place your web site address on the card for more information.

### **102. Magazine ads can be used very effectively.**

You may want to use magazine ads to draw good quality buyers to your site as well. With this process I would make sure my site is a winner first though. The lead time for a magazine is often 2 to 4 months so that is a long time for testing something.

### **103. Create an advertising co-op.**

You can form an ad co-op to cut down on your ads costs. For example, sell off 10 classified ads on your postcard deck card for \$200 each and then yours will be running for FREE. I have seen several companies who did this and have been running 30 or more postcards per deck. This turns offline ads into free ads!

### **104. Send articles out to magazine publishers.**

Don't just limit your free article submissions to ezine publishers. Magazine editors are always looking for good content as well. One magazine article can establish quite a bit of credibility in the eyes of your potential audience.

### **105. Having your own product is the best way to make money online.**

Affiliate programs may make a good way to start your online business, but having your own product should be in your future plans if you want real Internet success. Learn some simple techniques to creating your own products and you can almost write your own paychecks after awhile.

### **106. Once you have an effective system, start an affiliate program.**

Once you have proven your web site and system are effective, then put an affiliate program in place on your site. Don't just be an average affiliate though. Give your affiliates all the tools they need such as FREE reports, articles, banners, endorsement letters, and more.

### **107. Use affiliate programs as backends for your own product.**

While your front-end product should be something you create yourself, affiliate programs make great backend products. Find products and services which are similar to yours and offer them as backend sales after someone has purchased from you.

### **108. Look all around you for product ideas.**

Product ideas are everywhere. When you watch the TV news, look for product ideas. When you glance at the local magazine rack, look for product ideas. Always keep your mind open and looking for potential products no matter where you are or what you are doing.

### **109. Research public domain materials for pieces.**

There are thousands of public domain materials that can be used for good products or bonuses. As a matter of fact, the free e-book published on our site "Scientific Advertising" was found in public domain and we re-arranged it and created it for our online business.

### **110. Do interviews for audio tapes.**

A quick product idea is to find an expert and do an interview with them. Then, you have a ready to use product. Offer them rights to the tape for their participation...so you have almost no cost out of your pocket.

### **111. Video has a high value to it and can be completed at a fairly low cost.**

You could purchase a Video editing card and a digital camcorder and begin creating your own video information products. Video has a high ticket value to it and is going to become more and more valuable as it is integrated into the Internet.

### **112. You could create a subscription site.**

Subscription sites are one of the fastest growing information businesses online. You can provide up-to-the-minute information on a subject and provide information all year round to your customers and never have to spend a penny on printing or shipping.

### **113. Press releases may work wonders for your product.**

Create a product press release, but focus on the headline and benefits...not just the product. You can also send out sample copies of your product to publishers and top mail order companies which may be interested in writing about it or selling it.

### **114. Look for quick and easy projects.**

Don't go for products which take a year to create. start your information business out by creating products which can be finished in a month. The audio interview tip above is a good example of a quick and easy project.

#### **Resources:**

**UNLIMITED traffic to any website – Create tens of thousands of Search engine friendly pages in minutes.**

<http://www.attractor.com/h>

**Clickbank – Accept Credit Cards, one time setup fee.**

<http://zzz.clickbank.net/r/?adventmicr>

**Third Sphere Hosting – Host your site, tons of space, php, mysql and more. Great host and referral program. Your First 30 days are FREE.**

<http://www.fusionwebhosting.com>

**GetResponse – Unlimited Autoresponders for one low monthly free**

<http://www.GetResponse.com/index/43357>

**Overture – King of Pay Per Click Search Engines**

<http://www.themagicdisk.com/overture>

**Google Adsense – Quickly becoming the best Pay Per Click Search Engine.**

<http://www.adwords.google.com>

**Push Button Letters – Point and click your way to a perfect profit pulling sales letter**

<http://www.profitwarm.com/push>

**Pat Live – 24 hr. Order taking service. Get your personalized 800 number and take orders 24 hrs. a day by phone!**

<http://www.patlive.com>

**Ad Magic – Learn to write sales letters that convert visitors to sales like crazy**

<http://www.netprofitsites.com/adm>

**Magic Subscribers – Pop-up opt-in subscriber script. Get the persons REAL email and not their Yahoo or Hotmail email.**

<http://www.digitalpaperproducts.com/magic>

**Public Domain Secrets EXPOSED! – Discover how to turn FREE Public Domain information into profitable information products in minutes.**

<http://www.publicdomainsecretsexposed.com>

**Auction Sources EXPOSED! – Simple new system to create cash on eBay.**

<http://www.auction-sources-exposed.com>

**The Magic Disk™ - A Revolutionary new way to print money on demand. Nothing like this has been done before.**

<http://www.themagicdisk.com>

**Complete Guide To Internet Marketing – Discover Marty Fiegl's 7 step system to creating over \$13,840.97 a MONTH online**

<http://www.completemarketingguide.com>

**Massive Resell Rights Toolbox – Tons of products to sell with marketing material.**

<http://www.internetsupercourse.com/bib>

**Turnkey Website – Over 140 pages of money-making product.**

<http://www.wholesale-sources.com>

**HyperTracker – Track all your Hits and Sales.**

<http://www.HyperTracker.com/index/43357>

**Get Rich With Internet Auctions – How To Get Rich Using Internet Auctions.**

<http://www.auctioncashmachine.com>

**Internet Marketing Protégé – Let Terry Dean take you by the hand and show you how to create unlimited, turnkey cash machines.**

<http://www.internetsupercourse.com>