

# 3 Paths To Internet Wealth

Robert B. Ingalls

*“Start Making Your First \$1000 Online In 30 Days Or Less”*

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**Warning to all newbies:** This is the **ONLY** manual you will ever need to read to start your Internet business. You will find almost each and every piece of information in this publication extremely useful. This will set a foundation for you to progress further.

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## Introduction

A very warm welcome to the world of Internet marketing! My name is Robert Benjamin Ingalls and thank you for purchasing this book. I am sure that this would be a valuable resource for you to start with if you seriously want to make a decent stream of income on the Internet.

Let me do a quick introduction about myself. I am an author, investor, entrepreneur and internet marketer, currently living in Singapore. I graduated from the National University of Singapore years ago, majoring in Finance and Marketing. I went on to take my Master Degree in Aarhus School of Business in Denmark.

For years, I have fell deeply in love with the idea of “multiple streams of income” since I read the book with the same title by Robert G. Allen – the international bestselling author. From there, I have been picking up various techniques and strategies to build up my income empire. Currently, some of my income streams include:

- ✓ Rent from properties in Singapore and Hong Kong
- ✓ Returns from Stock Investment
- ✓ Profits from FOREX trading
- ✓ Dividends from 2 local companies
- ✓ Royalties from my books
- ✓ Earnings from Internet marketing



I started Internet marketing 5 years ago and over time I have accumulated many valuable lessons to pass on to you right here in this book.

I hope this book would be a useful guideline for you to start your own online business empire, which is going to work for you in the years to come.

In this book, I will cover the 3 paths that brought me to the Internet goldmine. These three separate paths differ in nature, but eventually overlap, meaning that your efforts may fragment during the beginning stage, but along the way activities will be integrated and you will gain more with less effort! I will elaborate more when you read on...

Without further ado, let me walk you through the 3 paths of Internet wealth. Sit back and enjoy the journey to wealth, on which you yourself will soon be travelling!

## Three Paths to Internet Wealth





## Why Internet Business?

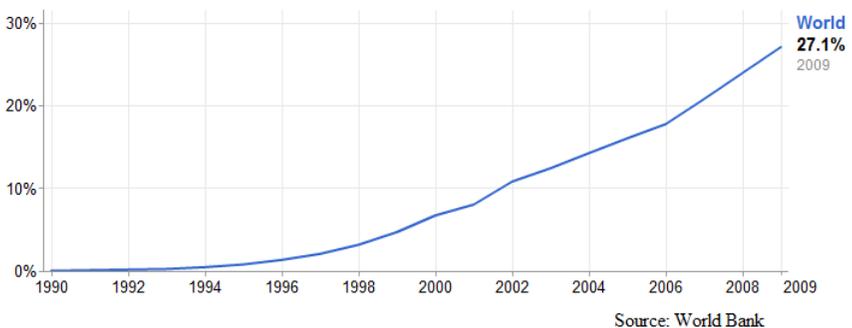
If the Internet had been widely accessible during the time I graduated from the university, I would have selected it as a starting point.

The very first question you may ask is why the Internet? Well, let me explain to you why this is the most profitable and hassle-free business in this date and age. First, let me show you several facts and figures to elaborate on the great earning potential of Internet business.

Let's look at the advantages of Internet business.

### Potential Growth in Volume

Internet users as percentage of population



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Looking at the trend line in the graph above, you will see that there is a boom in the number of internet users over the last ten years. Why? Because the Internet has been growing so rapidly that it becomes a primary tool for people to look for information! Simple as it might appear!

Some categories of information, such as overweight, male impotence, debt, getting rich, MLM etc., are considered to be so sensitive that people would not discuss with their folks offline. They'd rather go online and search because they know the virtual world will protect their identity and save them from shame. In other words, ***the Internet is the place for people to look for solutions to their problems.*** If you know how to target certain groups of people who are willing to spend on those solutions, you've made it!

As can be seen from the graph, there was only 27.1% of the world's population are connected in 2009. So, where is the other 70%? Are they going to be connected soon? Are they going to surf the webs and look for solutions to their problems? If you vote for a yes, you know exactly **where the future Internet business comes in!**

### **Potential Growth in Value**

I want to emphasize that more and more people are spending their money on the Internet. Nielsen reveals that 875 million consumers shop online in 2008 and the trend is increasing rapidly.

Now, with the popularity of Internet-connected mobile devices, people can spend money with **just a click of a button**. According to a study by the University of Oxford, there are more mobile subscribers than toothbrushes. So you can imagine how huge the market is and why you should tap onto this business as soon as possible, before another millions of people come in and make it more difficult to monetize.

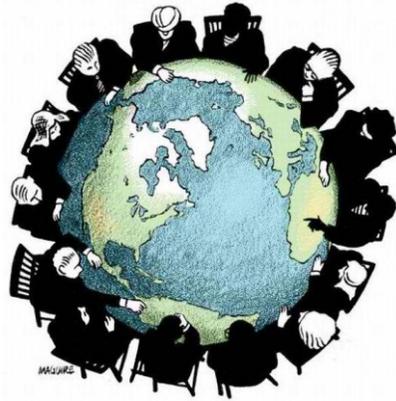
### **Flexibility**

The Internet business gives you the flexibility in working. You can choose to work anytime of the day, any day of the year, anywhere you prefer, as long as you have a computer and Internet connection. Your online store is your own 24-hour salesman that continuously works for you even when you sleep.

## Scalability

The Internet business is the global business. You can sell to customers in Brazil, South Africa and India etc. without seeing them physically or setting up physical offices in those countries.

It gives you a greater base of customer compared to a local business.



## Small Start-up Cost

Let's do some cost analysis to compare an online business start-up and a traditional brick-and-mortar business start-up.

The table below shows that Internet business is so affordable that even an average person can get started easily. If you want to start-up offline, it would **cost you at least 1,000 times** more.

More and more people are planning to go online now. So, you'd better start soon so that you can still gain the early-mover advantage in the industry.

<b>Cost of Starting A Business</b>			
<b>Traditional business</b>		<b>Internet business</b>	
Setup cost	\$300,000	Website setup	\$200
Rental fee	\$15,000	Hosting	\$7
Inventory cost	\$30,000	Software	\$20
Labour cost	\$20,000	Autorespond service	\$19
Utilities & others	\$10,000	PLR products	\$27
<b>TOTAL</b>	<b>\$375,000</b>	<b>TOTAL</b>	<b>\$273</b>

If you want to minimize your start-up cost from the table above, you can! Let me give you a couple of examples:

If you are able to design a website yourself, or outsource it to a cheap but quality service provider on Elance (<http://www.elance.com/>) or Fiverr (<http://www.fiverr.com/>), you will cut your cost down even further. In fact, my very first website was built from a private label right (PLR) template that I purchased for less than \$10, and it is now still up and running. Take a look at it: <http://datingneveroutofdate.info/> 😊

You don't need to invest in an autorespond service at the beginning stage. You can start small, and get it during the latter stage of your business as it grows bigger.

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You don't need to buy PLR products if you can create an information product on your own.

You don't need a domain name or web hosting if you choose to build your website on a free platform such as Blogger or WordPress.

**Small Maintenance Cost**

Every month, you don't have to spend tens of thousands of dollars to maintain your business, just like this:

<b>Monthly Cost of Running A Business</b>			
<b>Traditional business</b>		<b>Internet business</b>	
Rental fee	\$15,000	Hosting	\$7
Inventory cost	\$30,000	App & software	\$15
Labour cost	\$20,000	Autorespond service	\$19
Utilities & other costs	\$10,000	Website maintenance	\$50
Maintenance	\$2,000	Adwords campaigns	\$100
Marketing & advertising	\$20,000		
<b>TOTAL</b>	<b>\$97,000</b>	<b>TOTAL</b>	<b>\$191</b>

You can cut cost for your Internet business if your budget is tight. For example, no hosting, no autoresponder, no Google Adwords campaigns etc.

---o0o---

## Three Paths to Internet Wealth

Does it sound good to you? If yes, let's go straight into the "income paths" right now. Just follow me; I am walking you through the **three profit centres** that guarantee to generate high returns on investments (by investment, I mean either money or time, or both).



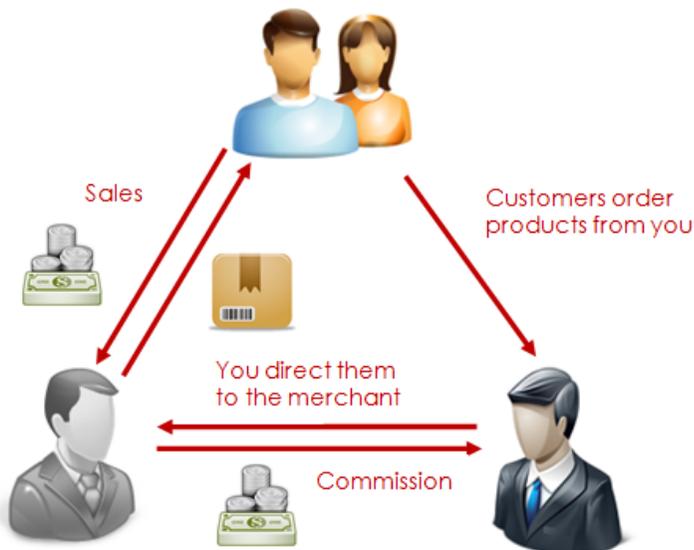
# Income Path #1: Affiliate Marketing



## What Is Affiliate Marketing?

### Affiliate Marketing At A Glance

Affiliate marketing is simply selling and promoting other people's products and services in returns to sales commission.



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