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#### Introduction

Before we start I have to make certain assumptions one of which is that you are perhaps a newcomer to the wonderful exciting world of the world of the world wide web, and therefore have not had the opportunity to read an electronic manual before, so it is beholden on me to point out a few relevant facts.

You will find as you go through it that there are some words which are highlighted blue and underlined, these are hyperlinks to external web sites and if you hover your cursor over them and left click on your mouse a new window will open with the corresponding web site in view.

Also if you hover your mouse over an image and it changes shape, this is also a hyperlink and again if you click on it this will open a web page.

Apologies to readers, who are fully conversant with hyperlinks, but it is a fact that the web is growing at an alarming rate, in fact Internet traffic doubles every 100 days, and that is a terrific amount of people who are experiencing these for the first time.

As a matter of fact, on one forum the other day the question of how do you copy and paste came up no less than nine times in one week.

I have however tried to keep the jargon down to a minimum and attempted to write in a style that is compatible to both experienced web surfers and newcomers alike.

Please read through this entire manual, skipping a chapter or two will deprive you of following the exact formula you need in order to successfully copy this business.

I know you probably won't believe me when I tell you that you can make thousands of dollars each and every week just by sitting at your home computer for a few hours a day.

The major asset of working in this business, is the amount of spare time you find you have available to either spend with your family or to pursue your hobbies.

Of course there is the added luxury of being able to set off to your favourite holiday destination whenever the fancy takes you, and if you really don't want to be away from your business for any length of time you can pack your laptop into your suitcase and take it with you.

I really do believe that anyone with a real determination to succeed can clone what I do and what I will continue to do for the for-seeable future...

I am privy to some genuine money making secrets, believe it or not I'm going to share them with you in the following pages...

So if making a few thousand dollars a month, a week, or even a day sounds
OK to you please keep reading.

I can't make you a guarantee that you'll make the same amount of money as I do because I don't possess a crystal ball and besides you might just be happy to earn enough to be comfortable and spend even more time with your family. What I can do, is explain in detail how I do it, and if you follow the steps that I will outline to you, you will stand a better chance than if you just do nothing or simply keep on doing what you are already doing. I'll reveal some of my most closely guarded secrets, along with a complete money-making system that will produce a serious income for you! A definition of insanity, is to keep on doing what you're•doing,•and•expect•things•to•change!

You may already have a hobby that you enjoy doing as a family, or just with your spouse, or even on your own.

Wouldn't•it•be•great•if you could start earning money from it and to be able to indulge in your hobby full time instead of just when you have a little bit of extra time or when funds are available?

There are many ways to profit from your hobbies.

Some people are into arts and crafts, they create special, unique items and then sell them on eBay.

Others launch their own web site that sells items such as scented candles and other self-made products.

You might profit from your hobby by selling your services, or promoting your items offline at fairs.

One thing to keep in mind is that if you enjoy participating in your particular hobby, then others will do too.

For instance, if you love painting, you can be the authority figure they can go to when they have that burning question.

Many people start out by having a little bit of money trickle in from turning their hobby into a business.

Pretty soon they • realize • it's • much • more • profitable than they had expected, and are soon taking in six figures from the very thing that brings them so much joy.

How many people can wake up in the morning and instead of joining the flood of traffic heading into the corporate world, they can focus on doing just what they love from the comfort of their own home?

It's • amazing • how • many • people • stumble • on • their • dream-lifestyle just by accidentally profiting from their hobbies.

Hobbies•sell•well•on•the•World•Wide•Web,•whether•it's the tools and materials needed to allow others to fulfil their dreams, or instructions on how to do it.

Information can be sold in book form (both print and e-books), audio instructions, online video files, DVDs, and Cd's.

Information is probably one of the hottest commodities • on • the • `net, • and selling information on hobbies is one of the prime ways to cash in on it...

You can create a simple how-to information product on your hobby and release•it•on•the•'net' on your own web site, set up an automated system

to take the money and deliver the product to the customer electronically.

You will never have to physically meet your customers and because the whole operation is seamless and completed within minutes your customers will be more than satisfied.

### "So, How Much Money Do YOU want to make?"

After you finish reading this manual you'll know everything I do to produce my income - and you'll know how to do it the same way.

But please bear this in mind because it will determine how you proceed.

You might not require as much money as I do to support your lifestyle...

As individuals, all our needs, wants and desires are totally different, it's quite possible that you aren't as materialistic as I am, it's also possible you don't actually desire the expensive holidays, cars, and homes that I desire.

I often have serious philosophical discussions on this very subject with my friends, most of them tell me that their needs and wants are far more modest than mine.

Now believe it or not this could be because they are actually 'scared' of having a lot of money!

I've also asked some "Stay-at-home-mums" and "dads" what their financial ambitions are and they told me they'd be delighted if they could just make a mere hundred dollars a day if it meant they could still stay at home and be with their kids.

\$1,000 a week might sound like a really great income, especially if you don't really want to work very hard, and you don't feel you need or want all the fancy stuff, that having money to spare will bring.

However, after a while no matter what your original intentions are. YOUR requirements will change as your income increases and your disposable income enables you to purchase bigger and better possessions; so when at one time you might have turned your nose up at owning say a modest sailing boat, your thoughts now might turn towards skippering an ocean going yacht, a modest 2 bed cottage becomes a 7 bed mansion, and so on.

### Having a surfeit of money expands your ambitions!

Whether you want \$100 or \$1,200 a day, this comprehensive manual is going to show you step by step how you can achieve it!

I also think you'll be glad to know that I'm not a particularly "Lucky" person and that luck really doesn't play any part in how I make my money.

This is not some kind of fluke that worked just the one time for me, on the contrary, the very same system I'm about to show you is being used every single day by hundreds of successful hobbyists who all work out of their spare rooms in their own homes.

My specific approach is a little better than most, and it's definitely unique, but the basic nuts and bolts of this system has been making lots of other people loads of serious cash for many, many years.

I've been doing what I like to call the 90 second commute from the breakfast table to my office in a small bedroom in my home for over two years...

There's nothing special either about me or my equipment, or even where I do my work; I just have a small desk with a computer and a printer sitting on it.

Most people who know me will actually say I'm a cheap-skate in more ways than one!

I neither have a need for, nor do I want, a fancy office or a pretty young secretary...

I've witnessed too many prominent high flyers with plush offices, attractive secretaries, and ancillary workers taking the slippery slide down the rocky bankruptcy route.

Fancy offices and pretty-looking secretaries won't help you make any money they will however be a real drain on your resources.

On the other hand being equipped with the correct mind-set, combined with the correct knowledge, will certainly ensure you work to your full potential...

I'm•just•an average bloke who surfed Internet forums and happened to stumble across a few methods that were making people tons of cash, and I thought if I put them together with a little twist would they actually work for me.

They did!

You're now just moments away from finding out how I do it, and how you can do it too.

"But first I must warn you". (It would be remiss of me not to.)

'As you study this manual, you'll soon understand that you will never have to invest large amounts of your profits into overheads or business expenses...

However you will have to spend some money, those Gurus who tell you that you can start a business without any expense at all, are not telling you the whole truth.

Although you will have some ancillary costs to start, you can keep these to a minimum by only purchasing what you need, and searching online for 'cheaper or even free alternatives'.

Most software companies have either free trials or light versions of

their products which will give you enough time to evaluate them, or even use them until you have earned enough money to make a purchase.

For instance, there's absolutely no reason for you to rush out and rent an office suite, a spare room in your home will work just fine.

When your business grows too large for your present home, then you can either choose to move to a larger house, or rent an office.

Mind you that's not a bad choice to have to make!

You'll never need to have the worry of employees; they are more trouble than they're worth, with wages, employment tax, (NI contributions), Employee insurance, third party insurance, holiday pay etc,.

You can outsource any jobs you are unable to do, or have the time for, or feel you don't have the necessary experience.

(There will be more about this later on).

One of the perks of working from your own home is the fact that it doesn't matter what you wear, I sometimes work in my pyjamas and dressing gown or just an old torn T shirt and worn out jeans.

As • this • is • a • hands off • business • you • won't • be put in a position where your clients will come knocking on your door, and I can't foresee any reason why you would need to travel, so it is a perfectly relaxed relationship.

I actually get far more accomplished than I ever would by working in a busy office because I can relax and be completely comfortable working from home, and there's no reason why you can't do the same.

It's a piece of cake!

Now I'd like to tell you how I put this whole business system together and why it's going to be even easier for you than it was for me.

I know at this point you may feel like skipping through a few chapters, but you'll be hurting yourself if you do.

It's important for you to study, and take each step in the order that I am going to show you, to start making the kind of income you will need, to live the lifestyle you deserve.

OK, I'm about to reveal to you exactly what I do, and I know you will find it much easier than I did, •because •I've • made •all • the • mistakes.

Let me assure you now that the big deposits that fly into my bank often do so while I am asleep.

It is not some strange fluke and I didn't hit onto a lucky streak

I simply followed a formula that guaranteed my success; it's really no different than when you use a recipe to make a delicious meal, you just follow the recipe and use the exact ingredients, so you always get the same delicious result.

You could also compare this system to a large restaurant chain like Burger King, McDonalds, K F C, Pizza Hut, Carl's Jr., Taco Bell or whatever your favourite fast food place is.

Does the food taste any different at a Taco Bell in California than it does at a Taco Bell in New York, or a Big Mac at McDonalds in Edinburgh than it does at a McDonalds in London?

No, of course it doesn't because they both use exactly the same ingredients for every single item on the menu.

Just having an understanding as to why all these restaurant chains are so popular and so successful is going to help you realize just how this system is going to make you successful.

What is the single most important common Denominator that all these restaurant chains have?

Each one uses simple product duplication to achieve their success...

The owners of these restaurants know that success can be achieved over and over and over again by simply following a manual of instructions or reading a recipe book that contains all the ingredients needed to create a perfect meal!

That's right, DUPLICATION is the key!

### "Wash, rinse and repeat - Wash, rinse and repeat".

The reason those people who read this manual go on to become successful, will be successful, because it contains the exact ingredients that have already made thousands of other people extremely successful, but more importantly they will take action.

# To be successful, you must take positive action.

As you continue to read through this manual be sure to clear your mind of negative thoughts and remove any and all doubts, plus do not overthink and complicate things!

We want you to treat the rest of this manual just like you would treat a great recipe that was recommended to you by a good friend, simply follow the instructions and be prepared to serve up a delicious result.

Right now I'm editing this manual on a laptop in my lounge room, if I need my out-worker to complete a task I just shoot him an email, or call him up on Skype; both free but valuable resources.

You only really need one computer to be able to make thousands of dollars in this business, I choose to have a laptop as well so that I can use it when I am relaxing in front of the television, and jot things down into note pad as they come to me; or even take with me on holiday.

The • main • thing • is, • I'm • relaxed, • so • there • is • no stress, and I can switch the laptop off when I want.

Most people only dream about having this kind of business and making

serious money with a home business but to be honest most people don't make a single penny.

Why?

The answer is quite simple, they don't stick at any one thing, they flit from one project to the next, constantly buying the latest release by some Guru who promised the earth, and then only tells you half the story unless you stump up more and more \$\$\$'s.

In•a•nutshell,•if•they•don't•make any money within the first couple of weeks they dump what they are doing and search out something else.

That is because they have been conditioned into believing that making money on the Internet doesn't take any effort.

However there really are some products on the market that would never make you any money at all even if you stuck at it for a year!

Many of these are in the MLM (multi-level-marketing), or network marketing field, whereby only the prime source makes any real money.

It might still be quite difficult for you to believe that this little manual that you're reading right now, will equip you with all the "skills and knowledge" you will require to help you to bring financial freedom to your life!

# For many years I tried countless business opportunities that just didn't work!

In fact it was through those failures. (I had been badly stung to the tune of \$500) by a so called Guru, who claimed to have all the answers, he might have, but to pry them from him was going to cost me far more than I could ever afford.

I felt like a complete sucker because I kept falling for every "Get-

Rich-Quick-Scheme" I could find.

- I became addicted to buying money-making-systems.
- I joined every MLM scheme out there.
- I bought every "Work At Home" magazine and I responded to every ad, I ordered every course, program, system and money-making report I could get my hands on.
- I ordered seminars on tape, franchises, distributorships, plans and no matter what some might say, you just can't go out and make a million dollars, if you don't know how to make your first hundred, or even your first dollar for that matter.

Your mother might have told you,
"You have to learn to walk before you can run"!

You must focus on making your first couple of dollars, once you've made the first few dollars, you can then focus on making your first hundred, then your first thousand, so on and so forth, until, BAM! Before you know it, you're sitting pretty with a million dollars in the bank.

You see all those web sites and e-books that claim you can easily make thousands of dollars in one day, a week, or a month, use the same system you find in supermarkets, they present everything to you in a way that is designed to read like eye candy, and they suck you in, but it certainly didn't happen overnight for me my friend, and it won't for you.

So for now forget about making millions, and concentrate on that first \$100 sale.

It has taken an awful lot of preparation to get me to where I am today.

#### What's Your Passion?

I often hear people ask; "How do I start an online business, and what products should I sell?"

My recommendation is that before you start, you need to determine what your niche market will be.

Now•please•don't•get•wound•up•over•that•little•word `niche' your niche is simply a topic about which you are, or can be **`PASSIONATE ABOUT'**.

I'll repeat that, because this is one thing that appears to cause the most confusion for those who are new to Internet marketing.

# Your niche is simply a topic about which you are, or can be 'PASSIONATE' ABOUT!

To put it in simple terms, if you don't have a love for what you do, it's almost a sure fire bet that you won't prosper as much as you would if you follow your heart and do what you love to do.

A typical mistake made by Internet marketing newbie's is to attempt to market a product they know nothing about to a group of people they also know nothing about.

Those lacking in experience in the subject cannot make honest recommendations, and it shows in the low, or even no sales, or poor sale conversion, plus the high dropout rate.

There is nothing worse than someone entering this business raring to go, and having absolutely no interest in the product they are intending to market, this is a sure fire way to fail.

There is an old saying.

#### "Do what you love and the money will follow."

One of the biggest problems that you need to overcome to bring this whole thing together is how to identify your niche market.

Almost every new Internet marketer makes the fundamental mistake of

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