



**Steps to
Making Money
Online**

FAST!

David Perdeu
at [The 60-Day Experiment](#)

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David Perdeu

[The 60-Day Experiment](#)

There's one question every newbie internet marketer asks . . . *over and over and over.*

What are the steps I should take to make money online fast -- with zero budget and no list?

Just like you, I asked everyone I met: Gurus, newbies, people making money online, people just starting out. It's the question all beginners have.

And the answer seems to be a closely guarded secret. Until now...

Finally, I asked a master marketer that question in front of a group of 40 students. And to my surprise, he laid out a clear 7-step process.

You'll be astounded how *simple* the answer is.

The key to getting the right answer is to ask the right question of the right teacher. [Mark Hendricks](#) is that rare teacher more willing to share

knowledge and help you succeed than protecting his turf. In August 2006, during a [free seminar in Atlanta](#), he laid out the answer to that specific question for everyone to hear.

(You can hear Mark's 20-minute answer to my question as he walks the Atlanta group through the process on the nearly 40 hours of [questions and answers](#) recorded over four days in Atlanta and Baltimore by getting the info-packed audio to the seminars.)

Once again, the question:

What are the steps a newbie should take to make money online fast -- with zero budget and no list?

You know you've asked this question yourself and are dying to hear the answer too, so without dilly-dallying, let's get to it.

One warning: Do NOT be fooled by the simplicity of these answers. Each step followed in this order is the key to making money online.

Step 1:

Find people who want to buy something...

What does this mean?

It's a huge mind shift. Think about it. If you're like me, you probably thought that you had to write the best eBook or create software that people can't live without based on your personal knowledge.

For a newbie, that's the fastest road to failure. Do NOT create a product first! Imagine how demoralizing it will be to spend a big chunk of time and even more money creating something you *think* people want only to find that...well, you were wrong!

That's when most newbies quit and declare there's no money to be made on the Internet! Yet, some people seem to actually make six figures a year.

Are they lying? What did they do?

Find a market first!

Your personal knowledge is an incredibly valuable asset that should be cherished. And yes, it will help you find potential markets. But it also colors your judgment.

Don't fall in love with your personal niche interests. Be open minded.

Good marketers, according to Mark, start with market research, discovering common problems and providing the simple solutions.

Mark describes it as "finding a pond full of fish." Once you find a pond, then you must figure out what they are hungry for.

Where are the ponds? Where do large groups of like-minded and passionate people hang out?

Search engines are a good place to start. When you find what people are searching for, you can drill deeper to target specific groups.

Here are a few additional resources:

- **[Google Zeitgeist](#)** – Google makes available the search statistics that are automatically generated based on millions of searches conducted on Google over a given period of time - weekly, monthly, and annually – for free.
- **Forum research** – Where do avid participants in a niche hang out? Forums and newsgroups of course. That’s where they display their frustrations, hopes and desires. And that’s where relationships are built. But belonging to too many forums and managing all the conversations can be overwhelming. Not to mention that trolling through forums can waste a lot of time.

That’s why I use [Russell Brunson’s Forum Fortunes](#) software to manage my forum involvement. It helps me keep track of the forums I want to investigate as well as the conversations I’m involved in or tracking. And it will deliver all that information to my desktop without logging in to each forum individually.

- **Keyword search** – I use the free tool [Good Keywords](#) to dive into niches to validate the size and dedication of a niche. When a niche looks interesting, then I pull up [Keyword Elite](#) – another great tool – to qualify the information more completely including discovering related keywords, traffic patterns, and competitors.

The key to finding lucrative niches is to become fluent in the language spoken by the people in the niche. No foreign tongue is necessary. Hang around the group long enough to learn the jargon though and the language the members use to describe the problems and solutions. Listen for the emotions.

After you know enough to know what you don't know, it's time to ask the right questions to get insight into their fears, hopes, dreams and desires.

Learn who they are and what makes them tick. Then ask them what they want. And there's a great tool for that too. [**Check it out here.**](#)

Step 2:

Find something they want to buy to sell it to them...

Affiliate marketers do very well when they know how to perform **Step 1** properly. Once you've found a hungry market, it's pretty simple to find products to relieve that hunger.

[ClickBank](#) is a simple source for digital affiliate products for almost any niche. You should never use [ClickBank](#) though without knowing how to protect your vendor and affiliate links. This [free special report](#) from Mark Hendricks walks you through the process step by step – without spending a nickel by the way.

By far, the simplest source to find, promote and manage your affiliate products is with a new tool called the [ClickBank Account Manager](#).

[Click here](#) to see a video of this tool in action.

Briefly, with this tool, you can input a keyword such as “parent” and get a complete look at what's available on [ClickBank](#). Sort it by popularity, referral percentage, price or commission. Or choose a category and find deep information about the products in that category including instant affiliate links and the ability to click through to the vendor's web page.

Other affiliate programs exist, such as [Commission Junction](#) and [PayDotCom](#), but [ClickBank](#) is a great place to start.

Step 3:

Put together a minimal business infrastructure...

Okay, you've found a market and you've got a product. Next, you must build the infrastructure that allows you to communicate, manage and profit from your market.

Simpler is better at this stage of your business. (Simple is usually better at *any* stage of a business.)

What do you need to make money, appear professional and start your business?

- 1) **A domain name** – this is your “doing business as” moniker.
- 2) **A hosting account** – a third-party company to handle all the technicalities involved in keeping your domain up.
- 3) **An autoresponder** – this is your communication channel. It allows you to create “a list” and build a relationship with those individuals.

People tend to get stuck here. Technical issues scare many folks who aren't technically inclined. The good news is that you don't have to be technical at all. In fact, you don't want to be.

You're the marketer, not the system administrator. So, we'll tackle these things with my recommendations. I've searched long and hard, used the support folks regularly, and these companies are the winners for me.

Domains:

When looking for a new domain, I do two things:

- Hop over to NameBoy.com and search for various available domains based on the words relevant to my product. This service is free. They're hoping to sell you a domain once you found it. And you can buy it there, but I don't.

Most affiliate marketers register a domain of their own to redirect to an affiliate sales page. For example, I am selling a product that I mentioned earlier called Forum Fortunes. I searched for a domain on NameBoy.com with the words "forum manager" in the domain and came up with "UltimateForumManager.com".

After I find a domain I like, I go to ...

- NameCheap.com and register my domain there. They do a great job of managing domains. (At this writing, I have 111 domains registered with NameCheap.com.) Their registration and maintenance panels are simple and easy to use.

Registration is \$8.88. (But here's a hint: Do a Google search for "[NameCheap coupon](#)" and you'll find the current promotional coupon that will knock off nearly a buck from that price too.)

Why don't I use Godaddy.com? I had 80 domains there. I just got sick of all the upsells whenever I tried to do anything there. I don't have that issue with NameCheap.com.

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