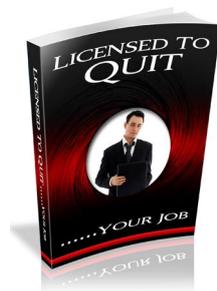


How To Break Into The 'How To Make Money Online' Niche

By
Sara Brown

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Find out how two under the radar marketers made \$8,000 in 8 weeks by NOT selling anything._

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I've started many newsletters and reports with the following line:
'I get a lot of emails from....'

But it's true so here's another one ☺

I get a lot of emails from people who are struggling to get into online marketing.

The main problem that most people seem to have is breaking in to the 'how to make money' niche of Internet Marketing.

There are a couple of things I need to say about this niche (and it IS a niche).

Firstly despite what people say, it's NOT saturated, over subscribed or full of scams.

BUT there is a lot of competition, there are scams and it is probably the first niche that most new marketers try to get into, hence there's a lot of bad information around.

Secondly, it's an incredibly lucrative market if you get it right. There's a lot of money to be made from supplying genuine, workable information to people who are trying to start their own online business.....

So here's how to get into the 'How To Make Money' Niche of Internet Marketing.

The gurus and established marketers who tell you not to bother because it's too competitive **are scared of the competition.**

They don't want their nice little cash cows taken to the slaughterhouse by some newbie who *just* might have the personality and flair to attract subscribers and buyers away from the big guys.

There is plenty of room in the HTMMN ('How to make money niche' – so I don't have to type it every time) for **anyone.**

I'll repeat that – **ANYONE** - who is honest and forthright about their own online experiences. I'll tell you how I started in a little while but for now here are a couple of notions that I'd advise taking into consideration.

Don't BS people – most of them are much more intelligent than you are. Among my subscribers are Doctors, lawyers, teachers, clergy, scientists and a hundred other different types of people whom I'd be embarrassed to sit next to during a quiz show.

The fact that I'm making more money online than most of them, doesn't matter one iota. I have the maximum respect for my subscribers, and that includes the single Moms, the unemployed dads, the students, the senior citizens and everyone else.

Sure I get it wrong from time to time and people aren't shy about emailing me to tell me about it! But on the whole I can say hand on heart that I try to be as straight talking and honest about Internet Marketing as possible.

Because if I'm not – people will spot it a mile away and my rep will hit the dirt faster than I can blink.

And that's where most people trying to get into HTMMN get it soooooo wrong.....

Every time I browse the IM forums I see posts from supposed experts who ask questions like ‘How can I make \$100 a month from Internet Marketing?’

A fair question that deserves a fair answer, but then below the post, on the poster’s signature file is an ad (that he’s selling) that reads

**Want to earn \$10,000 a week like I do?
Click here**

It always makes me smile that someone can be stony broke but pretending to make \$10,000 a week in order to sell an ebook or software or whatever.

In reality though it’s not funny because some person who’s genuinely trying to get into IM and who perhaps can’t afford the money could end up spending \$50 on something written by a pretend marketer who has less of a clue about how to profit online that they do.

So don’t even try to sell ‘how to make money books until you can prove that you’re doing it’

So how DO you get into this niche?

It’s actually not that hard. You need to do two things to start with.

Firstly you need to make some genuine online profits so you can tell others how to do it, and secondly you need to realise that the people who are already involved in this niche and are successful ALSO need products and services, and they’re willing to pay for them.

I’m sure you’ve heard the story of how the richest people to come out the Gold Rush era weren’t the miners looking for gold, they were the people who sold the shovels.

And the one about not setting up your new hamburger joint in the same street where there are already 50 up and running. But if you open a stall selling indigestion remedies you might just be onto a winner!
So you need to find some making money that doesn’t involve telling other people how to make money (yet).

Here’s one of the ways I did it, and STILL DO in other niches.

Quite a few years ago, newsletters were very popular (as they are now) but back then the majority weren't online, they were paper based, printed newsletters. The Internet was pretty much a baby but the gurus of the time were still selling HTMM products as they are today. They had newsletters too.

Except they were printed one. They were composed with early word processing packages. I used Lotus back then, as did a lot of people. The guru-types were too busy writing their newsletters to bother about much else and the people trying to break into the HTMM niche were trying to emulate them and do the same by creating their own newsletters. I was still working my 9-5 at this point but was earning extra money on top of my job as a leaflet distributor, and selling the occasional resell rights booklet (by mail order) using free advertising methods which I'd had to develop because I couldn't afford paid advertising.

More money started to kick in when I realised that I'd become perhaps not an expert, but an experienced marketer at both the above methods. So I sat down and wrote the following booklets:

*'How to set up your own leaflet distribution business';
'Let me show you how I earn half my salary AGAIN with just a word processor and an old printer' - How to profit from resell rights.*

Put simply, I wrote booklets about how I set up the above businesses and sold them using free advertising techniques, through direct mail. They did quite well, so I decided to start a newsletter to run alongside them. At the time newsletters were the 'in thing' – sort of like memberships sites are today.

Then a second light bulb went off in my head. This is where the REAL money came from:

In the process of writing my booklets I found that I needed to learn how to put together newsletters, booklets and ads using my 'word processor and old printer'.

So while I did this I wrote down exactly how, in a step-by-step way, I used the software, made a template, formatted paragraphs, fonts, headings etc and made sure the whole lot printed out correctly.

If I was doing this today I'd use a Camtasia presentation which would be a whole lot simpler but back then, I had to write it down step by step. I wondered – just *wondered* – if anyone would be interested in my guide, so I placed a few ads and was blown off my feet.

The response was overwhelming.

I quickly compiled the whole thing into a package which included a booklet (twenty pages or so I think) about how to build your own newsletter using my techniques and a simple word processor, and included (this was the real selling point) a template that they could load up into their own word processor that laid out various newsletter formats. It was a 'newsletter in a box' (LONGGGG before 'blog in a box' or anything similar came out)

It sold like crazy. Newsletters were the craze at the time and everyone trying to enter the HTMM niche was setting one up. So what had I done? I'd stopped looking for gold and started selling shovels. In doing so of course I found a lot of gold.

I even offered a printing service whereby they would send me a floppy disk (remember those?) and I'd print and mail their newsletters for them. This didn't work out because I got my pricing badly wrong and ended up out of pocket on this part of the business so ended it. (Stick to what you know!)

So from having a little success with my initial attempts I now had the following:

1. A leaflet distribution business
2. I knew how to advertise for free (I had to learn because I had no advertising budget)
3. I knew about resell rights and direct mail

....And this developed into....

4. I sold a booklet about how to advertise for free

5. I sold a booklet about how to set up your own leaflet distribution service

6. I sold a booklet about how to profit from simple resell rights

...And from this came:

7. I was forced to learn how to word process to write and print the above booklets

And then:

8. I started selling a 'newsletter in a box' package.

9. I started a newsletter for online entrepreneurs (I thought I could pretty much call myself one by now) and made it clear I was still part-time (although not for long when all this took off) and was basically honest about my whole set-up.

And it went from there. Of course like always, business and technology changed and soon my products weren't in demand any more so I moved into other things, created many income streams (see my newsletters at <http://www.sara-brown.com> for more info about these) and the rest, as they say, is history. I had quite a few failures too – they're in the newsletters as well.

This long-winded example is to demonstrate how I realised that I didn't have to BS (Bullsh*t) to develop products to sell to other people. I already had skills that plenty of other people wanted to learn, and that was my way in.

So you need to find, learn or develop skills and knowledge that other people will pay you to impart. This is your first step. After this, and only when you've earned money from it, can you *legitimately* sell a product with a title such as 'I earn \$200 a week from Internet marketing'

Because the above book will be about how you **genuinely make \$200 a week** from a Camtasia product on how to set up a Clickbank account, or how to use Xsite Pro or how to use Aweber or whatever it is that you know how to do (or have had to learn), and now sell on the Internet.

It's about selling shovels then writing a book telling other people how to sell shovels. DO BOTH.

At this stage of course you're not selling a 'how to make money' product, you're selling a 'how to set up your first website' or a 'how to import email addresses into Aweber' type product.

Once you've made money from doing this you can write and sell a second product about how you made money from the first. You always have at least two products from a single skill –

1. The thing you know how to do
2. Selling a product telling others how to do it.

It makes me angry when I read blogs, newsletters or sales pages from some gurus or experts telling you how it's almost impossible to get into the HTMM niche. This is pure and utter rubbish.

They're doing it for two reasons. Firstly because they don't want the competition and secondly because you can bet your bottom dollar they're about to launch a product about how to make money in other niche markets instead.

They're saying 'you'll never make any money in HTMM niche but if you buy my book you can make a lot in the health or tropical fish niche' And to be fair you *can* make money in other niches, but please don't discount the HTMM part of Internet Marketing because it's a great one to get into.

I'd better defend myself here – I have a product called at <http://www.nakedniches.com> that is all about (surprise surprise) niche marketing. But it's not because I want to warn you away from the How To Make Money niche – I don't, I welcome competition – more people to JV with – but rather because I operate in niche markets too, **and I'm selling a product about how I do it.** I'm doing it myself, and selling a book telling other people how to do it too.

This is another example of how a product developed from writing about methods that I actually use.. I have a significant number of niche sites, and once I learned how to do it I wrote a 'how to' book to sell in the HTMM niche. I use real examples in they book and show you my actual niche sites.

There's a lot of crossover in Internet Marketing which is great. If you're into Battlestar Galactica or Mr Ed and put up a successful website that gets a lot of visitors then you have a product to sell in the HTMM niche.

What is it?

Well - If you attract 10000 visitors a day to your *Mr Ed* site, that makes you an expert in traffic generation in my book, so write it up and make money by telling others how you do it.

Don't be put off by the big guys telling you what you can and can't do. There is only one tiny opinion out of billions that are spouted every day throughout the world.

I'll say now if there's a Star Trek fan out there who gets 500 opt-in subscribers a day for his site drop me a line now and we'll co-author a book about how you do it and make a lot of money telling other people how to do the same, because Mr Trecky man, that makes you an expert in my book.

See what I mean?

YOU are the expert – YOU are the guru. It just needs a little coaxing out of you and then the world's your cliché.

Here's another example using one of my products. I'm a bum marketer. It all stems from the early days I discussed a few pages back when I learned how to advertise for free.

I'm a bum marketer because it costs me nothing and more importantly because I am forced to learn new skills while I do it, and even better, it **GIVES ME A PRODUCT!**

I launched a book (it was written with Tony Shepherd who has a very good free newsletter and blog at <http://www.tony-shepherd.com/>) about viral marketing.

It's not quite the usual book on viral marketing because it's an all-in-one system that shows how viral marketing is a money-making thing in itself if you do it correctly – an all-in-one system, not just an advertising method.

<http://www.viralsneakiness.com>

It's been bought by gurus and we've had emails from gurus who won't promote it because it completely moves the goal posts and blows out of the water the old thinking that you need a product BEFORE you can start using viral marketing.

Guess where the idea from the book came from?

From techniques we use ourselves to virally promote other things.

We realised immediately that this was a remarkable method so wrote it up for others to use.

One product leads to another. Use the techniques – tell others how to use them.

And this is the easy way in to the 'How To Make Money' niche that everyone tells you it's impossible for newbies to get into.

You don't need to be a guru or even an expert for that matter (although you'll become one without realising it), you just need to be able to DO something that is profitable and you can tell other how to do. People – aspiring Internet Marketers will happily pay for this information, because actually learning how to do something is usually worth much more than the price of a product. You're selling people a skill for life. It's the old 'teach a man to fish' idea.

I'll tell you right now you're going to hit a lot of walls when you ask most other marketers for their opinion on this report. They're going to tell it's not right to try to sell information on something when you haven't made millions from it.

This is BS too.

You don't have to make millions from a technique be able to sell it with confidence and pride.

Here's another example.

I sometimes use Photoshop to create headers, buttons etc for my websites.

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