Free

Do Less Work
Make More
MONEY

A Step-By-Step Guide To Making Money And Doing Business Online

*(including all the stuff you really need to know, but
the universities and internet gurus will never teach you...)*

Leon Jay

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For further information please contact:

Email: support@fusionhq.com
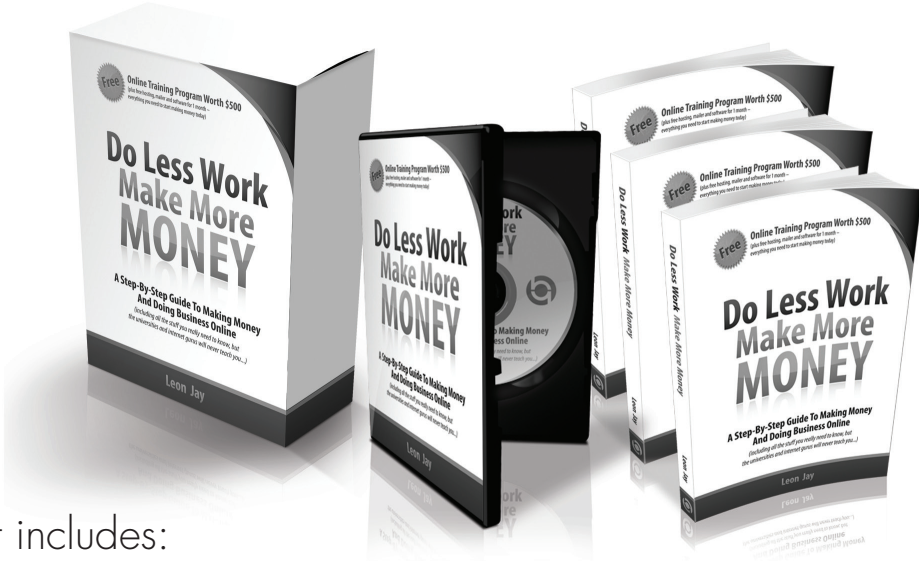
Web: www.DoLessWorkMakeMoreMoney.com

Online Training (worth $500)

To help you even further I have created a training program that will expand upon, and demonstrate, the content in this book.

It includes:

- Video training to clearly see the concepts being talked about in each chapter so that you really 'get it'.
- Case studies and site analysis to really understand what works, why and how to emulate it.
- Essential information for offline business wanting to get online, and ways of online business to expand offline.
- Email reminders complete with daily tasks to act as your personal coach and keep you on track.
- Additional free software, resources and updated information as it becomes available.

Simply go to

www.DoLessWorkMakeMoreMoney.com/bonus

to get free instant access now...

I dedicate this book to everyone who has made the decision to play life to the full. Life is perhaps the most exciting game that can be played, and yet most are too afraid to play it. Whichever rules you choose to play by, play with purpose and play with passion…

~ Leon Jay

Contents

Acknowledgements

I would like to start by thanking everyone who has helped me along the way. Particular mention should go to the FusionHQ team.

Pin who has headed the development of the software, Paul and Chor who have spent many late nights fixing code so we can be ready on time, and Panisa who puts up with my constant 'feedback' regarding the graphics.

Ben Brandes, the affiliate manager needs a medal for his testing efforts that have gone beyond the call of duty. Kristina, his lovely girlfriend, for not only putting up with our insane working hours, but also helping so much too.

There are many more at FusionHQ, and all are important.

I'd like to give Mark Joyner a special mention. He taught me not just what to do, but perhaps more importantly what not to do. Thank you for seeing the potential in me.

A big thanks to Gideon Shalwick for his ongoing support and honest feedback. One of the few internet warriors I have met who has maintained his integrity despite many a financial temptation. Not many people demonstrate how to combine business and ethics so well.

Mara Dower for her friendship, tolerance to my quirkiness and especially for editing this book. Thanks. (I know the readers will appreciate your efforts, though perhaps they will never fully understand how much.)

As this is my first book I should also mention my parents. Thank you for teaching me it is OK to think differently. An essential skill that has carried me through life well.

Last but not least my wife Catherine, and daughter Aleshya. (Have been told I must add them in or Cat will kill me.) Seriously, I could not have asked for more understanding or support. Long hours working on both FusionHQ and on this book have meant a certain amount of sacrifice. Both have not only made this possible, but encouraged it and done whatever it takes to allow this to happen.

There are so many more that deserve a space here—you know who you are, thank you...

~ Leon Jay

Forward

I started online, just as Leon did, with no idea what I was doing.

I knew I wanted to make money, and I knew I needed the internet, but was not really sure where to begin. Back then it was a bit like the Wild West. Plenty of gold to be had for those who knew where to look and how to dig; but mostly just filled with cowboys and snake oil sales men.

Now that I think about it I guess not so much has changed!

Anyway, I thought I would be rich overnight. The promises were many, and convincing.

It took a few months before I had made my first dollar, and a few years before I would ever class myself as successful on the internet. Why?

Well I am not stupid, nor am I lazy. A few years devoted to marketing online proved I was certainly persistent. So what could possibly be the reason for taking so long in the promised land?

I had never really thought about it until reading through '*Do Less Work, Make More Money*'. Then I began to get a series of 'aha' moments.

Although I had purchased many courses, pieces of software and seminar tickets, none of it had given a clear action plan with the what, the why AND the how. Almost all of it had focused on selling me the product first and delivering quality information second.

Many 'gurus' taught one thing, yet did another. (It was only after getting to the top that I realised this.) I had been led in one direction and then another and never really knowing who to believe. Everyone seemed to have 'the answer'.

How refreshing then (though I regret somewhat late for me) to find a book that finally delivers without the hype. Something anyone can follow and build a successful business regardless of skill or experience.

If you are beginning your journey into the world of marketing, business and making money online then you could not be starting at a better place.

If you have been lost and struggling to see the light at the end of the tunnel then relax. You will see it by the end of this book.

If you are an established business trying to understand how to make the internet work for you, then you too will not be disappointed. The ideas given in this book can truly be used by anyone. Yet at the same time, the information is specific enough to guide you in the best direction for getting results fast!

Leon will guide you in understanding how to apply the principles while following clear action steps to enable you to produce something unique. This truly is a unique book.

I have known Leon for some time now, and I am so pleased he has finally decided to share his insights, experience and wisdom for others to benefit. Prepare for the truth. Prepare for action. Prepare for success!

~ Gideon Shalwick
  www.GideonShalwick.com

About the Author: Leon Jay

Leon Jay came across Internet Marketing in part by accident, and the another part by necessity.

Having had many different jobs over time (including working with people with special needs, unloading trucks in a warehouse and even for a time as a grave digger), he is most noticed for his contributions in the areas of natural therapies.

However, while providing a range of experience and insight, none of these occupations made it easy to enjoy his passion for travel. The internet provided the possibility to combine skills and interests in a way that allowed the lifestyle so long sought after.

He has since worked as Director of Marketing for Mark Joyner Inc, helped launch WP Mage (which grossed over $1.5 million in under 2 weeks), as well as creating or assisting on many other online products. He has spoken at marketing events around the world and helped create many online success stories.

Leon is also founder of www.FusionHQ.com, a revolutionary marketing platform designed to take the headache out of the technical. His focus is making business on the internet as easy and as accessible as possible. FusionHQ has done exactly that and continues to make marketing online both simpler and more effective everyday.

Chapter 1.
Why Read This Book

"Try not to become a
man of success, but
rather try to become
a man of value."

~ Albert Einstein

Why Read This Book

Exposed! The myths, the lies and the real science to making money anywhere (with the internet)

Firstly I want to say, that I wrote this book because I am really pissed off.

Pissed off mainly with all the bullshit out there. Having an insider view, I can tell you straight that much of what you read from the Internet Marketing world is little short of science fiction.

And what really pisses me off most is there is no need for it.

Marketing online has so much potential as a genuine tool for business, and for creating massive wealth from any internet connection.

Unfortunately too many unscrupulous individuals have given it a reputation more closely connected to shady used car salesmen than to respectable business professionals.

Now that's off my chest, let me continue…

This book is for:

1) The business owner looking to leverage the internet to maximize his or her business potential. This includes generating extra leads, making more sales and generating additional online income.

2) The average person looking to escape the 9-5 lifestyle, or who needs to generate an income from home (or indeed anywhere with an internet connection).

3) Any person wanting to make additional income on top of their primary income.

This book is not just about how to make money on the internet… but how to build a real, long-term, sustainable business.

There are too many different ways of making money online. Beware, many are spammy techniques aimed at short-term cash flow.

They're looking at the latest deceptive strategy taking advantage of a loop-hole; such as, how to trick Google, or fooling site visitors to click on sponsored links. The problem with many of these 'get rich quick' models is that they are either unethical, unstable or both.

It is possible for your money to simply dry up overnight. Perhaps because you don't understand Google's latest terms of service, or simply the loop-hole is plugged (as is always inevitable when large numbers of people exploit its weakness).

Waking up and finding your account has been banned happens more than you think. Many of my friends have woken to find they have not only lost $30,000 or $50,000 owing to them, but the recurring income they had come to depend on as well.

In this book we're looking at more sustainable business models, something for the long-term—a business that you can keep building, and will hopefully outlive you.

Something that you can pass on or sell, should you choose to.

I encourage your business to be based around creating value for others, and one not dependant on lies, deception or trickery. A novel concept for some I know!

Turning to the internet for quick, short-term cash is not what this book is about. However, do it right and you could be making money faster than you think?

For those who are focused on making money online I encourage you to look at the concepts given to offline business owners and consider how you may use them to expand beyond the internet.

Even if you want to focus on the online marketing side only, the potential for partnering with offline businesses in your niche is almost infinite.

By approaching traditional business owners with joint venture opportunities is something that is rarely done, yet holds massive, passive potential.

For those who already operate an offline business I encourage you to read this book with an open mind. If you consider yourself too busy to implement these strategies, or they're simply not your passion, then consider partnering with someone who can. You will be glad you did.

Whatever your starting point let's take a look at 3 of the main reasons for taking advantage of the internet.

3 Perks of Running an Online Business

There are so many perks of running your business from an internet connection…

1. **Economic Leverage (Global Staff / Contractors)**

    You can leverage your business by employing staff or contractors from developing countries that you couldn't afford in a first world country.

    You can work with highly-skilled individuals at a fraction of the price. You're not exploiting anyone when you pay above-average rates. It's a win-win situation that makes great business sense.

2. **Minimal Set-Up Cost**

    If you have a computer and an internet connection, that's all you need to get started. Even if you don't own one personally, there's always access to one—at the local library, an internet café or at a friend's house.

    Other than that you will need some form of hosting and at least one domain name. This should set you back no more than about $80 or so per year.

    Compare this to traditional businesses with large fixed overheads, material prices and fuel bills; the internet is a business paradise.

If you already have an offline business the potential for expansion through the internet is huge, and likely to be a fraction of trying to expand via normal offline methods.

3. Not Just For Nerds, Internet Geeks or Techies

Despite what you may think, you don't have to be a computer programmer to run a successful internet business. The internet is simply a means for you to market your business through.

In fact, many of the top internet marketers I know do not know anything about HTML, servers or editing graphics. (In many ways its better you never do, or you may get caught up in aspects of your business that suck up your time.)

The internet makes a level playing field for people of any gender, race, age, social background or education. Again, I know successful marketers who are still in their teens, some from third world countries, men and women, black and white, some who have university degrees while many never even finished school.

There are several multi-tool platforms (such as my own offering, FusionHQ) specifically designed for on-line business owners to easily create their entire online business without having to know anything technical.

Yes, you can create multiple streams of passive income and manage them all from one central place (all without knowing a single line of code).

An intuitive, simple 'drag and drop' interface removes many obstacles. You don't have to worry about being computer literate or hiring a mass of expensive programmers.

FusionHQ is run through a web browser. Any modern computer today with a recent browser installed and an internet connection will be able to take advantage of FusionHQ (or something similar).

Bottom line is this – there is no excuse for not being online.

It's time to leave behind any and all reasons you have created for yourself for not taking action before. Ten or fifteen years ago, getting online could have been costly, time consuming and may have had minimal impact on your business. Today it's very different.

Why You Need More Money

I hope the reason you're reading this book is because you want to make a permanent change in your financial life, and ultimately in all other areas of your life.

This is a liberating change that will allow you to finally live life on your own terms. A goal worth aspiring to, despite the advice of many whom never succeeded in getting there.

If you want to make choices based on real desires (and not by price tags) then this book will be your personal handbook. (When you're eating in a restaurant do you choose what to eat based on what you feel like eating? Or do you choose something based on the price in the menu?)

Everyone has a turning point and their own story to tell, when enough really is enough.

Do you feel inadequate that you can't give your family the quality of life you want to provide for them?

Are you tired of putting in long hours to make your boss even richer?

Is your offline business struggling, or just reached a plateau that you can't break through?

Have you lost or fear for your job in these uncertain financial times?

Do you desperately want to turn your financial world around, but don't know how?

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