

‘Sara Brown’s
Ultimate
INCOME PLAN’TM

Published by

Laycock



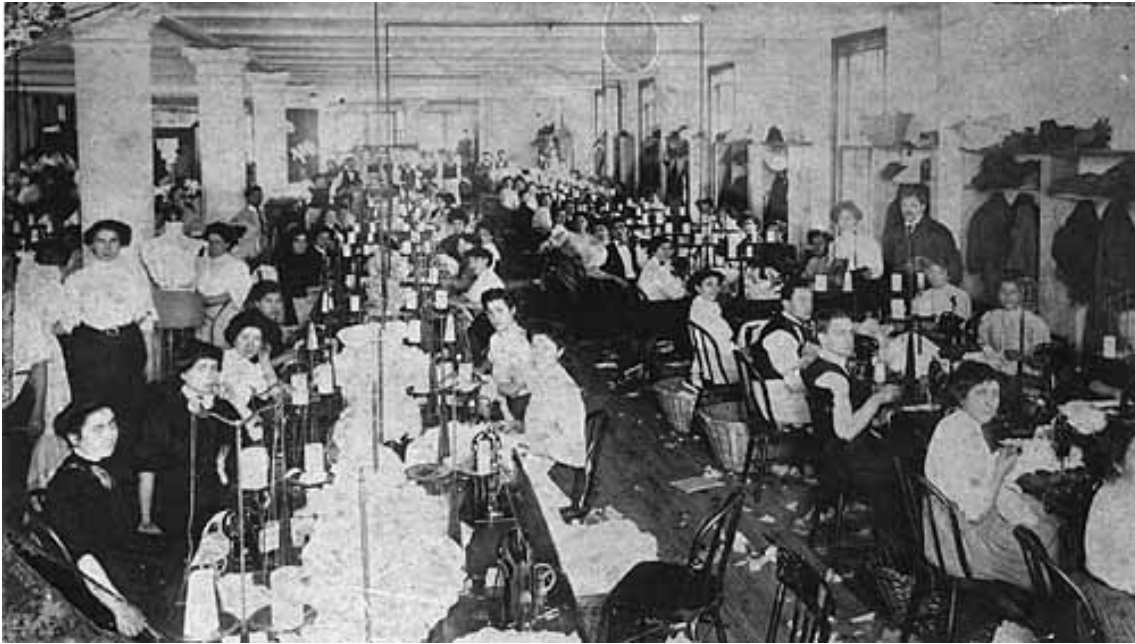
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One of the hardest things to get to grips with when you start out on your Internet marketing career is that money is quite easy to come by if you put your mind to it.

As workers we're told from an early age that we must work for our money and that hard work equates to financial reward. Rubbish. Complete and utter rubbish.

How long would it take you to raise a thousand pounds now? I've mentioned in previous books how I've seen grown men in tears because they needed a little extra cash and couldn't conceive how they would get it. To them an extra thousand pounds might as well be an extra ten million!

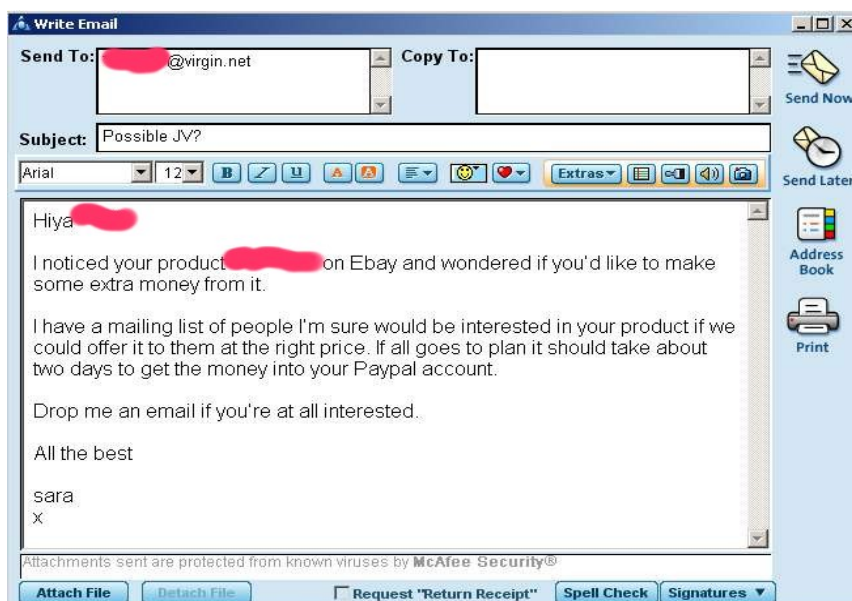
So would you have to work overtime for a month of two? Would you have to max out your credit card or go cap in hand to the bank?

Listen – a thousand pounds in *small change* compared to the money you could make from Internet Marketing and Joint Ventures. I'm going to show you how you can bring in over a thousand pounds time after time in around 2 days – maybe 2 weeks if you're starting from absolute scratch and need a little preparation work.

Please let me explain.....

A little while ago I sent an email to an Ebay seller. It was a very informal email. It started with the word 'Hiya'

(I'll be giving you the exact wording of that email later on in this ebook.)



Not very professional I agree, but it was *exactly* what was required, because the following 48 hours resulted in me banking £2,500 (well it actually went into my Paypal account *then* my bank account a few days later). Unfortunately only half this money was mine, but still not bad for two days work.

The Ebay seller was someone I'd never contacted before. A total stranger except for the fact that I knew of him because I'd spent some time browsing the listings.

Still I had no doubt that he would reply, even if it was a polite 'no'.

In reality there was little chance of a 'no' really – would you say no to an email that suggested you could make a lump sum in two days from your own product? At the very least you'd want to hear more.

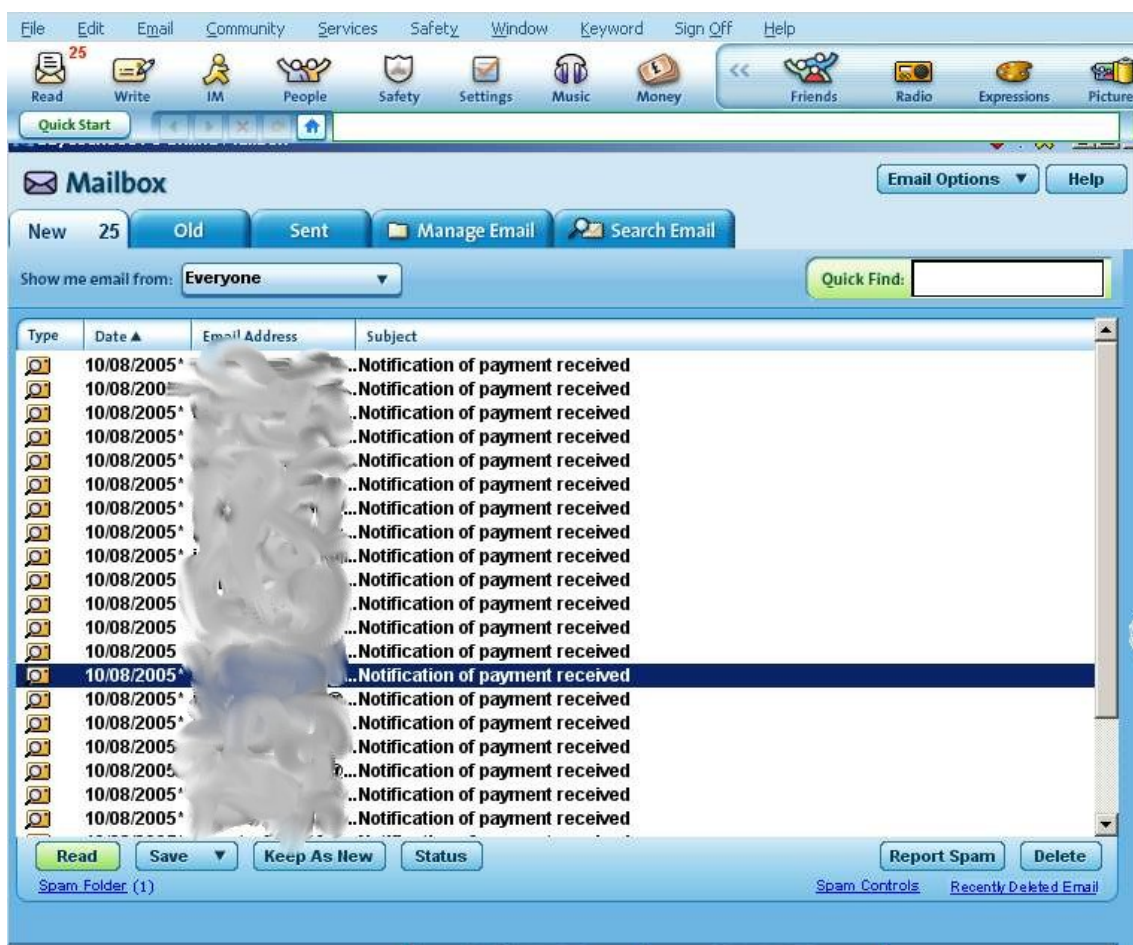
(Don't worry this will all make sense soon.)

So my new Ebay seller friend replied and we quickly sorted out a 50-50 split on a deal and I spent an hour or so writing *another* email. I also set a few other things up – a web site, Paypal button and a download page - took another couple of hours.

(I'll give you the wording for the second email too.)

Now I wrote the *second* email out to a list of people I had recently amassed from Ebay. I clicked the ‘send’ button then went upstairs to the kitchen (my cottage is over four floors). I poured myself a chilly glass of wine then came back down to my PC and opened my email software so I could watch the emails that I was now expecting to come in, in real-time.

Twenty minutes passed and I got a little worried – from past experience there was usually only ten minutes or so before I saw a result. I wandered away from the PC to feed the cats. It took about 5 minutes. When I got back to my PC I had a nice surprise.



It’s a screen shot of the first 25 emails I received – they all came in within half an hour of me pressing my ‘send’ button.

I’ve smudged the email addresses of the people who sent payments for obvious reasons. The first 25 emails were from people who were actually sitting at their PC’s when my email arrived. Most people weren’t at their

computers when my emails arrived. Those people checked their inboxes over the next day or so.

Over the next 48 hours the payment emails didn't stop.

In total, when two days were up, I checked my Paypal account and found I had made just over £2,530. After deducting Paypal fees I sent half of this to my Ebay seller friend who was incredibly happy to receive it (who wouldn't be?) and took a couple of days off to go shopping.

And that's it.

WHAT'S IT?

You ask.

I'm going to show you how you can make a lot of money by undertaking JV' (Joint Ventures) with Ebay sellers.

You won't need to have a product – just a list of people to email to offer the product to. Or if you do have a product, you can find a good seller to sell it for you.

Why should they buy it? Because it'll be a quality product (you'll have sourced it from Ebay) and you'll be offering it *at a vastly discounted price that they cannot get anywhere else.*

If you've ever seen my best selling Ebook 'Ebay Auction Income Streams' www.jobhatters.com advertised you'll know it sells from my website and on Ebay for £24.99. You just can't get it at a lower price *anywhere.*

Now imagine if you really wanted the book and you received an email from a trustworthy Ebayer you'd bought from before who offered you Sara Brown's best selling ebook for just £12.99 you'd jump at the chance (hopefully!) and that's how this system works. And boy does it work well!

This ebook is going to tell you how to set up your own JV (Joint Venture) with another person. Don't worry there's no need for telephone calls (unless you want to) it's all done by email. It's just a matter of identifying someone with a list of people to sell to, if you're a product holder, or someone with a great product to sell, if you're a list holder.

Then you just send them a simple email.

I was extremely nervous when I first approached a well-known marketer to ask if he'd like to undertake a JV with me. I was positive he'd either laugh at me or blast me for wasting his time.

But ask yourself if *you* got approached. How would you react? If someone told you could make a lot of money from your own product and all you had to do was agree to sell it below market price. You could then watch TV until your payment of maybe £3000 arrived.

How would you feel?

I would be both flattered and grateful.

Of *all* the JV's I've undertaken – and they make up a substantial part of my yearly income – I've not once been turned down. Never.

And that's not because of my business reputation. I've done JV's under different names and through different email addresses when the need has arisen. All this is perfectly above board by the way, since it all goes into the same Paypal account for tax via *different* email addresses. I'll tell you how to do that later, too. It helps you sort separate your JV money from any other sales you might have



It's like doing a bungee jump. The first one is the hardest. Unlike a bungee jump you end up not with wet pants but with a few hundred quid *at least* in your pocket.

Why would anyone want to do a JV with ME??

A Joint Venture (henceforth called a JV) is just a business undertaking – a deal where you split the takings. It usually (almost always) comes about when two people have skills or products that compliment each other.

You probably have more skills than you know but I'm not going to start telling you to reach down deep inside your soul to find your inner value when what you really want is a quick grand or so in the bank.

So for now we'll concentrate on two things. Any one of these two items is enough for you to make hundreds if not thousands from a JV.

1. A product you already own or have rights to
2. A list of people who may want to buy a product.

Now I realise that not many people reading this will not have their own ebook, or software. BUT you may well have or be able to get hold of a product to which you have resale rights. If you can do that then a JV may well work for you as a product holder.

If you also have a list of people who have bought from you or even better, have a mailing list then you're in the best possible position.

I'll show you how to go about a JV from both angles.

I think the best approach to go is firstly to tell you how my latest JV worked.



My latest JV

Now I've done JV's from both angles – as a person with a product *and* as a person with a list.

I'm lucky enough to have a product *and* a list but once I've sold my product to my *own* list it's time to start looking around for other buyers – and this is where I need other sellers (usually Ebay sellers). So I can sell to *their* lists too.

What do the other sellers get out of the deal? Fifty percent. Always.

I've heard of different splits but I think if you take on a partner you take on a *partner* and egos or tantrums don't come into it. If I tried to demand 75% as a Powerseller or Internet Marketer with a reputation I'd soon end up with no JV partners at all.

My advice would be to always treat your JV partner as an equal, even if you've far more experience. Even if you think your product is the greatest most in demand widget *ever* and you partner only has a list of 50 people. You still go 50-50 on the deal.

Happy JV partners come back to deal with you time and time again. If you've made them feel small or unimportant they won't want to repeat the process even if they've made money from it.

Years ago when I was working in a poorly paid factory job and in a bad way financially I was forced to take on extra work. The new landlord of a local pub had just opened a children's play area and wanted to promote the facility by getting a bouncy castle and face painters etc. for the afternoon. I agreed to work in a tiny burger van selling food to the families who attended. We worked out a price for an 8-hour day - £20 cash in hand.

I was broke so agreed to work for the twenty quid. It was a hot August day and the heat in the tiny burger van was almost intolerable but it meant I could pay the gas bill so I stuck at it. Two hours before closing the landlord came to me and said he had to go out for the rest of the day so would pay me now. He thrust a ten-pound note into my hand. When I told him we'd agreed £20 he just told me he knew I needed the money so take it or leave it.

I felt humiliated and angry. He left and I spent the rest of the day giving away free food to the whole of the pub, especially the lads who turned up to watch the football. The landlord must have lost hundreds in missed takings.

I still bad-mouth the pub whenever I get the chance! He must have lost the ten pounds he short-changed me with a thousand times over, and if I've anything to do with it, he'll lose twice as much again!



The old saying that you should be nice to people on the way up because you'll meet them again on the way down has a habit of becoming true.

So going back to my latest JV. I had no product to sell so I had a quick look around Ebay.

I start by looking at Powersellers who sell their *own* product. It's no good me offering 'David Blaine's Magic Secrets' because most people already own it, and those that don't can buy it on Ebay for under a Pound.

So I need someone who either has control of, or has written their own ebook or software. By control of, I mean legal rights to resell the product. If you're the one supplying the list don't be afraid of asking for *proof* that they actually have the rights they claim, or you could both get into real trouble. Anyone legit won't be offended. It shows your professionalism and protects both of you.

Back on Ebay I settle down with a cup of coffee and start going through the listings in the categories that interest me.

Quick note: I deal in ebooks but you could just as easily do a JV with someone who has access to DVD's, Playstation games, jewellery, books or kitchen appliances.

I actually found the seller whose product I thought best suited my list within 10 minutes, but I carried on looking and found two more Ebay sellers who had suitable products. I didn't contact them, but jotted their details down for future reference. They'll make up part of my income for the future.

Just as I always keep an 'ideas' book, I also keep hold of details of what else is selling on Ebay and who is selling it. Unless you've got a great memory, trust me, you'll forget. It's surprising when you're trying to put a new venture or product together how much your 'ideas' and Ebay products book can spur you on to fabulous a money making idea.

The product I found was similar enough to my own products to be of interest to my list but different enough so it wasn't it direct competition with my own. I have sold totally different products that have worked incredibly well. You'll get a 'feel for what your list will go for after a while.

When you're looking for a product it's important that you offer it to your list at a *significantly lower* price than it sells for on Ebay. OR choose a product that can't be found anywhere else than directly from you. The latter only really applies if it's your product.

The product I'd found for this particular JV sold for £25 on Ebay. I estimated the seller was earning around £200 a week from his product. It was selling quite well but not enough for him to turn down *any* extra income.

I sent him an email.

Hiya *****

I noticed your product ***** on Ebay and wondered if you'd like to make some extra money from it.

I have a mailing list of people I'm sure would be interested in your product if we could offer it to them at the right price. If all goes to plan it should take about two days to get the money into your Paypal account.

Drop me an email if you're at all interested.

Sara

x

The next day I received an email asking for more details. I offered a 50-50 split and we agreed that his product should be offered for £12.99 to one of my lists.

Very rarely you'll try to deal with a JV partner who won't offer his product at a lower price. All he can see is lost profit. In reality he's actually gaining because he's getting paid for sales he otherwise wouldn't be making.

If he still refuses to drop the price, forget the JV. You *must* offer great deals to your list or they won't stick with you.

So my new JV partner had the product, which he'd agreed to sell at half the price, and I had the list of potential buyers.

The list in question was one I'd populated by offering a free ebook. All they had to do to obtain was to agree to receive very occasional offers from me then enter their email address. In short it was an opt-in list. The names on the list had *all opted to be contacted by me* for at least *one* future offer. They could unsubscribe at any time. I'll show you how to set up a page like this later.

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