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What Is This Report?

This report is freely available to members of MichaelBadger.com. As of the writing of this report, anyone can join MichaelBadger.com for free and in the process receive a free monthly income. This may sound unbelievable, but the free money is being offered in a legal and legitimate way. All you have to do is sign up and you too can receive a portion of the free money.

Part of the goal of MichaelBadger.com is to introduce as many people as possible to the very powerful and profitable world of Internet Marketing. By offering “free money” we are hoping to generate a significant buzz and thereby put in the hands of as many people as possible this very valuable information.

This report is meant to serve as a primary introduction to Internet Marketing. More than anything it is designed to get you thinking in ways that you may not have considered before.

We hope you enjoy this report and put some of the strategies described into action. Come visit us at MichaelBadger.com for more information or to sign up for your own free monthly income.

The Potential of This Report

Without hype or the slightest exaggeration, the Internet is the single largest economic gateway the world has ever known. Never before has it been so easy for a person to generate revenue from their own home and attain financial independence. And yes, examples like Yahoo, Google, and eBay are the superstars of the e-world, the Internet still presents anyone with a computer and access to the web the potential to make exponential profit.

Of course, with any new medium come new rules, procedures, and a host of undiscovered problems to overcome. By now we are all aware that the DotCom bubble burst and took millions of investors and thousands of businesses down with it. Are there risks on the Internet today for someone looking to go into business for themselves? Of course there are—but is there a risk that your job could be outsourced tomorrow or the entire company relocated to Asia?

Quite simply, this report is not intended to mislead the reader into believing that there are not genuine risks associated with any long-term business venture—because there will always be risks and they are what creates the potential for profit. This report will not promise that the reader can make millions with only an hour or two of effort each day like many of the sales pages you see on the web today. So what does this report promise for the reader?

This report promises that generating an extra \$1000 per month is a mere drop in the bucket when it comes to the potential of making money on the Internet. Millions of people are hopping online for their first time every year, adding to the already massive market created by the Internet. While risk is associated with any legitimate business opportunity, accurate information helps lower those risks and improve your odds of success.

In this report, you will find some of the basic principles that thousands of people all over the world are using successfully to create additional income on the Internet.

The principles behind every one of these methods can be replicated over and over again—and thus have the potential to evolve from mere revenue streams to become a significant e-business with repeat customers and an expanding client base.

Very often when you create a revenue stream on the Internet, that revenue stream will continue to flow even when you have moved on and stopped giving it your time and resources. As Internet marketers we create systems that can potentially flow income into our bank accounts for many years. So, as you become more experienced as an Internet marketer your income may grow just due to the fact that you have been working for some time. One huge but very attainable goal is to be lying on the beach in the Bahamas for as long as you want without the fear that your income streams will dry up.

Reading this report could very well become a defining moment in your life when you stop thinking “defensively” about your career (“will I lose my job to outsourcing?”) and begin the offensive towards financial independence and security.

The initial goal of an extra \$1000 per month can certainly be accomplished if you put any of the strategies described here to work. However, we would challenge you to set your goals much higher than that. The Internet is perhaps the biggest market in the world and it just so happens to cater best to the needs of the individual business owner. Never before has there been such an extraordinary possibility of building financial independence with little to no start-up costs. See the possibilities, implement these strategies, get excited about this work because honestly it is just a lot of fun, and you could be on your road to financial freedom!

The Power of eBay

Part I

With millions of visitors each day and cars, dining sets, jewelry, and even advertising space being sold on a pregnant woman's belly, eBay is a crowning success on the Internet and proof positive of its astounding potential for profit and opportunity. Of course, there are literally hundreds of detailed books out there promising to help one and all make big profits selling their "gently used" household items and collectibles. This report will not pretend to go into the detail of any of these other resources but will provide the reader with an overview of the auction side of the eBay business along with tips and strategies to help optimize success.

Cold Hard Facts About eBay

Make no mistake about it—the idea of making money from the comfort and privacy of your home is very alluring. So, when someone hears that they can take a picture of their old unwanted items and sell them to the highest bidder to the point of perhaps even quitting their job and doing so full-time—well, many of us leap before really thinking it through.

Inflated Profit Myth

One of the biggest mistakes made by new sellers to the eBay scene is to overestimate the amount of profit made from every sale. In truth, the profit would be the difference between what was originally paid for the auctioned item and what it sold for (not including any potential profit from shipping).

However, many believe since they never plan to replace the items they are selling all proceeds from the sale are therefore profit. A self-destructive cycle begins. At the end of the day, a business must generate a product or perform some type of service. Unless there is a structured plan to continually obtain more products to sell for profit, your home will eventually be empty and your cash flow will come to a screeching halt.

Successful eBay Auction Strategies to Reach Your Financial Goal

Niche Market

To raise capital to start up your business, you will most likely auction off clothes, sporting equipment, old doll collections...etc. But when you have sold your items, packaged and shipped them off safely, and received your money—what do you then invest in as new products to sell?

The Internet and the search engines that essentially guide people through the Information Superhighway are great at getting buyers to the products they want. However, to make more money on eBay or in any Internet Marketing venture—you need to concentrate on a specific niche. This will help you save money because you can lump lower end products together in a “lot” sale. Plus, by consistently selling products from the same niche, it will be easier to standardize processes, vendors, and to become a true expert in your field.

Now there are really two ways to choose a niche market: with your heart or with your head. If you love antique furniture then it would be perfectly natural to want to sell items from this large niche. However, antiques and furniture are not the most popular categories and they can be big items in your inventory—failing to make a sale or two may cause a cash flow crunch or you may even take a large loss. It can sometimes be more difficult to maintain objectivity and make sound business decisions when you develop a personal attachment to the merchandise.

To help you find your niche, you may want to visit <http://pulse.ebay.com>. From this page, you can discover the most popular item searches any day to see what is currently being searched for more than anything else. While you may not want or be able to sell those particular items, you should be able to see a trend or dominant category. For instance, the most popular items searched on eBay when this report was written include:

1. PS3

2. wii

3. Playstation 3
4. Nintendo
5. Xbox360
6. TMX Elmo
7. iPod
8. PSP
9. iPod Nano
10. Apple iPod

As you can see, the entertainment electronics genre is a very, very popular category right now with some dominant sub-niches developing. However, if you wanted to follow your passion and sell antique furniture, you could also check on Pulse to find the most popular search terms relating to that category as well. So it is a very useful tool in both finding your niche and learning more about your market. The important thing to remember is that the Internet naturally favors the creation of niches so you need to specialize early on—no matter what!

Writing Sales Copy

There is a distinctive difference between copy writing for print...and crafting copy for the Internet. To get the maximum number of people to view your product and potentially place a bid—you need to write descriptive copy that is accurate and keyword rich—especially the title.

What you really need to understand about eBay in order to get the most people to view your object, increase the bidding pool, and ultimately drive up traffic—is the words those potential customers are using to find your product. Using the same Pulse feature, you can determine the best keywords to use when creating your ad for the product. It is especially important to use the keyword in the headline or title but don't be afraid to look at other ads selling similar products for inspiration and to borrow some good ideas! The copy needs to be descriptive, accurate, and keyword rich in order to be able to pull potential bidders in and possibly boost your profits.

Consistently Reinvest in Business

If you are only looking to make some quick cash once while cleaning out your attic, then there is no need to reinvest your profits. But, if you want to create a sustainable and ongoing eBay business you will want to reinvest at least a portion of your initial earnings to set up and run your business. A few of the common necessities of most Internet businesses, including eBay auctioneers, include:

- **Accounting/Tax Software**
- **Server/Other Computer Hardware and Equipment**
- **Office Supplies**
- **Increased Office Space**

If you were an eBay auctioneer who specialized in refinishing/repairing old antique furniture and then reselling it for a profit, then you would possibly invest in tools and equipment related to that activity. The point here is that for tax deductions and the possibility of building the business to a higher, more consistent level, you must reinvest a significant portion of your profits.

Ultimately, your determination and consistent hard work will pay off and you will start building a solid reputation as an honest and dependable business. Eventually in order to grow your business even further, you will want to market your products or services in venues outside of eBay. Ideally, diversification will become a priority as you look to grow the business through new revenue streams that help solidify your financial foundation.

Yes, you can make \$1000 or more per month on eBay selling off collectibles, furniture, and other unneeded items that have accumulated over the years. Your initial cost would include the Insertion Fees

(\$4.80) and another \$25 or so in Final Value Fees (you are assessed 5.25% on the first \$25 of the final sale price and then 3.25% on the remaining amount). Other fees and/or costs that may eat into your bottom line include:

- Paypal or other merchant account fees
- Electronic transfer fees by your bank
- Buy It Now Fees
- Seller Tool Fees
- eBay Picture Service Fees
- Listing Upgrade Fees
- Reserve Fees

eBay does indeed offer a lot of bells that can really wreak havoc on your bottom line but the basic listing service, a compelling ad with relevant keywords, and a little hard work is all you should need to successfully start your eBay business. Remember, this is not actual profit in the classic sense but you could use that money to secure more merchandise and begin establishing yourself as a legitimate force to reckon with....or, you could go out and splurge on something you don't really need and return back to your job the following day no closer to financial independence.

Six million people visit eBay every day and you really can turn your old unwanted things, a computer, digital camera, and an Internet connection into a sustainable and growing home-based business. Most people, however, just use it to raise a little extra "mad money" and fail to realize the true potential...will you?

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