

How To Really Earn Big With Your Own Internet Business

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Welcome! This is Sam Mantell here with a few keys to making serious money online. First of all, I'm assuming that you're like so many out there who spend a lot of time researching different online opportunities, but just can't seem to put everything together into a money making system.

You wonder if you should build your business around your own unique e-book; Or maybe you should buy resell rights to a product and build a business around that? And on and on it goes---your uncertainty and confusion grow from day to day and this wonderful possibility of a large passive income from an online business is left waiting until you've figured everything out.

Truthfully speaking, each and every internet business model is a way to make money. The first step to succeed with your own internet business is: choose a business model *you* feel right with. Make a do or die decision on paper that you will reach a conclusion by X number of hours. Write down something like:

"I commit to spending the next four hours researching and understanding different online business models, their pros and cons. After having weighed their strengths and weaknesses, I will come to the conclusion as to which model I will put into practice. This decision must be reached within six hours."

Of course, it may take you less or more time. The main thing here is that you set a deadline for yourself. And once your internet business model will be decided upon, you'll feel tremendous relief.

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Since affiliate marketing is the most hassle-free way to earn lots of money online, my personal recommendation is to be an affiliate marketer. Just a few of the benefits of marketing someone else's product is that (1) you don't have to be busy with creating an excellent product (2) nor do you need to set up a way to accept payment and deal with refunds etc. Also, (3) your expenses are very little in comparison to creating and marketing your own product.

So now you've decided on the model which best suits you. Your next step is to do and learn, simultaneously. The emphasis here is on **doing**. Life is short. If you want to move forward quickly, you *must* take substantial and massive amounts of action. By doing so, you will learn everything that you'll need to know as far as what works for you and what doesn't. When indeed you'll uncover those things that do work (make money), you **focus** specifically on those methods and repeat them over and over, while improving on them.

With affiliate marketing, you'll learn everything you need if you'll take lots and lots of marketing action. And after the money starts trickling in, celebrate. I mean it. You now know where to focus your main marketing efforts to double your desired results (more money).

You may be tempted at some point to move away from whatever marketing you're doing and get into a different opportunity; My advice: Don't move on to another model until you are 100% positive that you have maximized all marketing possibilities with your chosen model. I say this because **focus** is the key to success. Remember the saying: "Jack of all trades, master of none." Don't be like so many who set up a site, market it a little, and set up another site. Unless the second site is essential to your business model, your main efforts should be to do more of that which is making you even a little bit of money.

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Let me give you a specific example (Just an illustration). Say you have a site set up to market quality affiliate products (Never market junk); You try different methods to drive traffic to the website, and it turns out that the \$100 you've spent on advertisement in a certain ezine, made you \$150 in commissions (\$50 profit). In a case like this where you've made money, you again experiment with

(1) general ezine advertising in that niche

(2) that specific ezine

(3) that specific ad and

(4) different ads

-until you find the right combination of e-zine advertising which generates a **consistent** profit. Once you know which results to expect on average, you keep putting those profits back into the specific marketing technique (in our example, e-zine advertising), more and more.

So lets say you've reached the point where you know that you can expect a 100,000 subscriber e-zine advertisement which costs you \$100 to produce an average of \$150 in affiliate commissions (\$50 profit). You therefore know that each 100 subscribers can be expected to produce an average profit of 5 cents, 1,000 subscribers 50 cents, and 10,000 subscribers \$5. (1 subscriber .005 cents)

To me this is so exciting! The point where you *know* which actions can be expected to produce specific, measurable results. You do the marketing over and over, turning out more and more results (money). Why set up another site, starting from scratch, if you know which specific marketing actions you need to do **more** of? Makes sense right?!

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