

\$100K+ Per Year:  
**How to Make**  
**A Six-Figure**  
**Income Online**

Your **Blueprint** For **Success**

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If you're ready to **dramatically grow your opt-in lists and web site traffic** without blowing your budget and without gimmicky "tricks"...

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## Introduction:

There's an old saying that's been around much longer than the Internet that really does have a wealth of truth to it.

And that saying is simply this:

***"Those who fail to plan, plan to fail."***

Now, I'm not some kind of great philosopher and we certainly don't have the time to grab some breakfast tea and sit around for hours discussing the great amount of wisdom encapsulated in this short saying.

Let's just cut to the chase and say...

... "it's true". J

And it **certainly is true** when it comes to ***growing an Internet business***. If you don't carefully plan your business strategy, you'll likely become another one in the long line of those who fail.

***Some estimates show that as much as 95% of online businesses fail.***

And a major contributing factor to that unsettling statistic is undoubtedly the **failure to set a realistic plan in motion**.

That's **not gonna happen** to you.

At least, not if I can help it. (You'll have to do your part too, of course).

If you spend a few minutes reading this special report, I'm going to give you a fool-proof, 3-step system for building a \$100K / year business on the Internet.

And – I'll even give you some **very specific action steps** you can take beginning today to begin growing your own business.

You'll be shocked at how **simple a system** it is to use. And you'll probably be just a bit amazed (*maybe even frustrated or angry*) that someone hasn't shown you all of this before now.

Perhaps the best thing about this system is this: it doesn't matter who you are, what "niche" you are involved in, or what KIND of business you are building.

It works for...

- Anyone selling ebooks.
- Anyone selling physical information products.
- Anyone selling subscriptions or memberships.
- Anyone selling services (one-time or recurring)
- Anyone selling affiliate products.
- Anyone selling advertising.
- Anyone selling reprint rights products.
- Anyone selling ghostwritten materials.
- Anyone selling goods at online auctions.

Quite honestly, if you're attempting to sell anything on the Internet, this plan **WILL** work for you if you put it into action.

Now, before we get into the three steps, I want to tell you a story. Yeah, yeah, I know – but stay with me here, because this is **IMPORTANT**.

Imagine this: You walk up to a car and are instructed to start pushing. You do. It doesn't go very far and someone else comes up and asks you to start pushing on a different car instead.

Since the first car isn't moving very much, you decide to push the second one while a newcomer (John) starts pushing car number one.

***Stay with me here.***

You don't have much success with car number two, so at the urging of someone, let's just call him an "ezine publisher", you move on to car number three while John continues to stay with car number one.

You get kind of frustrated with car number three because the darn thing just doesn't move much when you push on it.

In disgust, you move on to car number four, five, six and seven because someone you know told you that they would be better.

**All the while, 'ol John sticks with car number one.**

After a few hours you haven't gotten anywhere. You were only able to move the cars just a little bit and you've decided to call it quits. You look around and it's then that you notice it...

**...John and car number one are gone.**

***They are nowhere to be seen.***

You see, while you went from car to car, pushing a little and then moving on when results didn't come fast enough, John continued pushing. And pushing. And pushing.

**And car number one started rolling.** Slowly at first, but then faster. Soon, John had some **MOMENTUM** going. **And he moved on down the road.**

Now, let's apply that to ***YOUR ONLINE BUSINESS...***

Every single day I receive new offers from list owners. They send me an email (along with every other person on their list) for the new "***program of the month***" and urge me (and you) to **get in while the gettin's good.**

- I'll probably die in my sleep tonight if I don't jump in today.
- Or maybe I'll disrupt the earth's gravitational pull and destroy the world if I don't send my \$39.95 in right now.
- There's just no time to waste.
- This is a sure shot.
- They've had 84 new signups in less than 24 hours.
- This is the newest and latest and best new thing that's gonna change the way we do business online.
- Forget about everything else that was said in the past, this is the one.

And then two days later I receive a similar email from the same list owner. The name of the program has changed, **but the necessity for me to act fast hasn't.** I'm to buy and buy now before the whole world finds out and beats me to the punch.

After all, there are other list owners out there.

And let me tell you what happens to those 84 new signups from two days ago. They get confused.

***"Was I supposed to promote this program or is it time to move on to the new one?"***

***"Which one is better?"***

***"There's no way I can be a member of 15 programs and there's no way I could promote them all even if I***

***had the money, so which one should I try to use?"***

**So, they move on and on and on**, as the list owner and persons of influence continue to get rich off the sales they make.

And I'm sick of it. I'm sick of the poor, misguided, good folks who email me day after day and tell me that they still have yet to see a profit online.

And yet there are "sure shots" and "can't misses" being promoted every single day. Whatever the newest and latest program is -- everybody's sending their emails and playing the game over and over again.

***And the only folks making any money are the ones who come up with the new programs and products and the ones who send out the urgent messages to their list members.***

And we wonder why the failure rate is so high. It shouldn't surprise anyone that the overwhelming majority of folks trying to do business online quit without earning enough money to buy a large pizza in the frozen food section at their local grocery store.

Now, I'm not one of those folks who says "***here's a problem, but I don't have a solution.***" I DO have a solution. And it's fairly simple...

**1. Do the math.** You only have so much money and so much time to invest. Where will it be? If someone is bombarding you with new programs to join and new products to buy every single day, then unsubscribe and find someone else to teach you the ropes. You can't join and buy them all. I don't know about your financial situation, but I do know that every single one of us is only allotted 24 hours a day. You can't effectively do everything!

**2. Get a Plan.** I don't care if you join my program or your buddy's program or nobody's program -- just decide what you want to do. Make a decision. Form a gameplan. Where do you want to go? How much do you want to earn? How can you do it? Find someone who is willing to invest THEIR time in YOU. Now there's a plan. How many of these folks bombarding you with their offers are actually available to answer your questions and guide you along the way and mentor you? And how many cut you loose once they have your money. Find a mentor. Find someone who is willing to invest in YOU before you invest in them.

[Note: I'm going to give you a plan in the coming pages of

this report. You're about to discover exactly what you need to do in order to build your Internet business. So, read on.]

**3. Stick to it.** Please, please, please -- don't jump on the bandwagons as they come passing by. I promise you there will be more bandwagons. There will be new programs and products coming your way every day. Resist the temptation to continue going from one to the next. You'll never get any momentum at all if you quit one thing to start the next. All you'll do is waste time and money. You've got your plan -- you may have to modify it from time to time, and even add to it -- but stick to it. Do you realize that EVERY TIME you quit one thing to begin the next that you have WASTED your time and money that you spent on the previous one?

Earning an income online isn't difficult -- but it can be confusing if you don't follow these three simple rules. There are times that I have to simply tell myself "**no**" when a new offer comes by -- and I just stick to my plan. I know where I'm going and I'm not going to be derailed by the latest and greatest to come down the pike.

### ***How about you?***

You need some **MOMENTUM**. You need to push and keep pushing. You need to get that car -- your business -- moving down the road. Sure, it will be slow at first. But, if you keep pushing, sooner or later it's going to start rolling forward.

I challenge you to do the math, get a plan and stick to it.

You can thank me later. J

Now, having said that, let's talk about your plan.

### ***"What does it take to grow my business and earn more profits?"***

In carefully examining my own business - and in studying the successes of hundreds of my colleagues and clients - I've discovered that there are three simple keys to growing any business and making more money from it.

And here they are...

## **Key #1: Increase Your "Market Reach"**

The first key to making more money from your business is to "***increase your 'market reach'***". That is, you need more exposure among your targeted audience. Your business needs to be **in front of** as many potential customers as it possibly can be.

Out there in cyberspace somewhere are **all of the customers** who would ever possibly be interested in your products.

There is a maximum number of people out there who have the potential of doing business with you.

Your job is to **find as many of them** as humanly possible. You want your marketing to reach as many of those who might do business with you.

Now, there is a simple formula that you can use to measure how well you are reaching your potential customers.

The formula for market reach on the internet looks like this...

$$\text{Site Traffic} + \text{List Size} = \text{Market Reach}$$

Just on sheer numbers alone, growing your business is based on how many **visitors arrive at your website** and how many **subscribers you have on your list**.

For example:

All things equal, 10,000 website visitors will generate more profits for you than 1,000 visitors.

All things equal, 25,000 opt-in subscribers will generate more profits for you than 5,000 opt-in subscribers.

You need more market reach than you currently have. More website traffic and a larger list. That is one aspect of growing your business and profits.

So, what needs to be a priority in your weekly activities?

## Building your opt-in lists and increasing your web site traffic!

Every single week, devote time to getting more subscribers to your lists and more visitors to your web site.

In fact, I recommend that you create a **weekly activity checklist**. That is, create a list of action steps for growing your lists and traffic and divide them into daily activities to complete.

I learned something important at my very first job, back at McDonald's®. I was sixteen at the time, and from the very first day learning to flip burgers, I saw a priceless lesson unfold before my eyes that has proved to be invaluable to me in my own business.

And that lesson is this: it's all about the system. You find something that works and you repeat it over and over again. Sure, you tweak it from time to time to improve it, but it's the system that you use.

**McDonald's® had it down perfectly.** There was an **exact sequence** in which I was to "dress" the burgers. Mustard, ketchup, onions, pickles. They were all in a specific spot on the table and they were all to be added to the burger in a specific order.

And when it came to cranking out burgers, this system made it so easy.

Listen to me, and listen good – when it comes to cranking out profits for your business, a "system" makes it easy, and it makes it work.

**Learn this:** The single greatest thing you can do to grow your business is develop a list of profit-boosting activities that you consistently complete on a weekly basis.

I have my own checklist (which I'll share with you in brief format in just a moment) filled with what I call "**Day Specific Activities**".

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