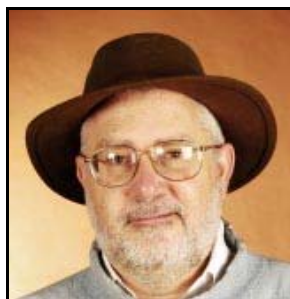




Brought To You By



**Josh Shapiro,**  
the wandering jew

## - Introduction

Hi and welcome to Easy Blueprint to Succeed Online. My name is Joshua Shapiro, also known within the Internet Marketing world as the Wandering Jew. It is my pleasure to offer this free e-book to provide some insights how you can be successful online with the techniques being used by various marketers today.

In this report I am going to outline a simple step-by-step system that you can use to come out with profit producing websites quickly and easily.

The method outline in this e-book is the exact same techniques used to create this e-book and I am positive you can do it too.

The best thing about this system is that you can duplicate it whenever you wish. Once you have practiced this technique and begin to earn some extra money with it, you can do it over and over and over again which will allow you to keep making extra income at will, whenever you decide..

Think about if you had written 20 different hot reports (or e-books) that could be sold in different markets (or niches) which were all making you money 24 hours a day? How would that feel?

It's nice to think about, but even nicer to actually accomplish it.

So let's dive in!

## **-Step 1: Create A Report To Sell!**

First, you have to find a market that inspires you and create a digital information product to sell within that market that people really want.

You probably already have a market in mind that you know such products will sell in, so perhaps you won't need to do much research for the market (*but if you are unsure please see my special tip later in this section*).

For example: Weight Loss products are selling quite well and Internet Marketing (IM) products sell well, etc... These type of markets, if you wish to enter won't need so much extra work to see what sells but all have sub-markets within so you may want to really fine tune which product or aspect you will focus on.

But, if you are unsure, here are some suggestions what you can do:

I suggest going to your local grocery store and checking out the magazine rack.

**1)** If there is a market that purchases a lot of products, there is usually one or magazines written for it. If you go to your local grocery store's magazine rack, this is an incredibly easy and cheap way to do some quick market research.

Nobody is going to spend the time and money to create a magazine for a market that doesn't sell well, so the magazine publisher has already done the hard work for you.

**2)** And, there will be all kinds of ideas (including links to online web sites) in those magazines that can give you some excellent ideas to use for your reports or e-books plus then you will know exactly which web sites to advertise on later when you have your report or e-book ready to announce and sell to the world.

Plus for less than \$20-30 you can buy just a few magazines and discover many good articles or web sites that you can use for your marketing campaign.

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**Special Tip from Josh:** Another free technique to check on a market, or what is called in Internet Circles a niche is to use the free tool by Google called "Google Keyword Tool" (<https://adwords.google.com/select/KeywordToolExternal>, I give you the website because sometimes it is tricky to find it). What you can do is look up your market or niche by typing in the words or terms (called keywords) and Google will provide you a list of such words and show you their popularity by how many searched in a month.

There is not space in this report to totally explain how this service works but if you go to Google, they have some good webpages filled with information that will

help you to understand the power of this free tool. -- And don't forget this tool is one which all successful online marketers are using and you no doubt are about to become one of the next success Internet Marketers right? Getting back ...

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After you have picked a topic/market for your report / e-book, then you need to discover what will be the content for your new product. So the key question therefore is: **Where do you get the content?**

Well you have 3 options as shown next.

**1.** You can write it yourself. This would ensure that it is unique and is the best option. I write most of the reports related to the Internet marketing niches that I am selling.

**2.** Or, if you swear you are unable to write an article (for some people this is a very scary proposition), then you can hire somebody else to do it for you. This option is the most expensive but will require very little time on your part..

There are plenty of ghostwriters out there who will charge a fee to write you an e-book / report / article. There are special services on the internet where you can submit a request for your job and get a bid.

Obviously it will cost more for a large report that require many pages so usually the best and most valuable reports will be much higher priced to create as well. If you skimp here and go with a cheap ghostwriter you may get a poorly written report that do poorly so be careful here.

Thus it is very important to be very clear with a perspective writer exactly what you wish your report to be about to avoid confusion and waste time and money.

So please make sure that you state clearly how many pages you want in your report (this can be determined by the font size too, so you don't want the size to be too small so people can't read it), what the title of the chapters are, etc..

Thus it is very important for you to very specific in every aspect of this report so that whoever you hire follows your plan and not their own.

**3.** You can use Private Label Rights (PLR). This would be the least unique way to create a report but would be cheaper as you would not have to work with a writer. But first what is PLR?

Private Label Rights is the name given to any work (whether a report, article, e-book or a software product) where the author gives you the right to not only sell the product and keep all the money collected but also allows you to change the product in any way you wish. You can change the title, claim that you are the

author of the product, change the graphics and more. Sometimes a PLR product requires a purchase (there are several websites devoted to PLR products) and other times can be free. The advantage is, that you do not have to create this product yourself but you can modify it however you wish.

Here is what I recommend you do with Private Label Rights products (especially written materials) to make them much better. First, collect all kinds of private label reports, articles and e-books on the same topic. Then read and go through each one and take out the best information and make a "best of" report.

So this means you will gather what you consider to be the very best information included within various and different sources as oppose to just using one source where some of the information it contains is good and other parts are bland, outdated or rehashed.

I strongly recommend, if you decide to use this option, that you follow this procedure. This way, you do not have to write anything yourself and can just copy and paste the best parts to make one great report! How does this sound?

Now, finding good PLR products to make your "best of" report will come quite easy as they are literally everywhere. Just go to google.com and type in "Private Label e-books", "Private Label Resell Rights", etc... and you will see what I mean.

Also I have found that many people who have their own newsletters related to making money online, will offer PLR reports and e-books for free just to join their newsletter or will gift the members of their list such items periodically. The challenge is finding the really good information in these documents and e-books. I myself have so many free reports, articles and e-books already it could create a small library and this is where I go to share special information with the members of my own mailing list.

I find it is much easier to work with Private Label e-books or reports that come with their own sales letters. Of course you can also find PLR software but I find working with software is a bit more complicated and therefore you may want to only focus on informational products.

If the Private Label e-books or reports come with a sales letter, then again you can observe the type of writing done for these sales letters and again take the best parts to make your own "powerful" sales letter to sell your own report or e-book. Or you can use the sales web pages given both for the content of the sales pitch and to create some attractive and professional looking web pages to sell your own products.

One of the best places to find good reports and e-books are the membership websites where they give to you two new e-books per month with sales letters for

like \$30. That's a product which is PLR that comes with a sales letter for \$15 that you can make money with for years to come.

Plus, you usually get access to all of the previous months of products on these membership websites! It is impossible to give you a list of these sites because they go up and down often and the list becomes outdated so quickly. So, just go to google.com and do a search and you will be amazed how many there are.

Another source of finding PLR products is Free Giveaways. What a Giveaway is a website you go to, where different people (marketers or online business owners) offer a product you can receive for free. Many of these products are PLR or have free giveaway rights. On some of these Giveaways you can pick up 50-100 free products, not only the articles and e-books but some good software that you can use to help you with your marketing. In other words, if you do a bit of research you can find amazing products and information online for free.

Another possibility to consider: You can work with just one PLR book that is lets say 100 pages. Then go through and find the best information and perhaps create a 20-30 page report. Or maybe you can break the PLR book into parts and create several reports.

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**Special Tip from Josh:** in the early part of 2010, I really started to do an extensive search upon the internet to learn about online marketing and what were the key techniques being used by successful online business people. There was one gentlemen who I had an opportunity to listen to on a webinar named Fabricio Cruz, who is a multi-millionaire via his internet businesses. He stated during this webinar that the key for his success was to work with PLR products initially. So you owe it to yourself to check out what PLR is about and how it can help you to succeed online.

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## **- Naming Your Products and Your Domains**

The first thing you must do after you have created your report or e-book is to come up with a title or change the name of the title of a PLR product you decided to us. Just think up something clever, it doesn't have to be perfect.

There is a simple trick that you can use to name your products which you can also use when you buy a domain name to promote your product to make it not only easy for you to remember but that it will also stick in the mind of the people who will have contact with you when you start to do your marketing and make you somewhat unique.

It is actually a branding technique that big companies use to create a more memorable brand for their products or business. The trick is simple, start each word with the same letter.

For an example, how about the donut chain Krispy Kreme?

While we are on donuts, how about Duncan Donuts?  
(now I'm hungry)

It kind of makes it roll off the tongue better, and also of course, easier to remember.

Another trick that helps with branding is to make your product name rhyme with itself.

Use these two ideas when naming products and buying domains as much as possible.

Also, make sure to appeal to human psychology. Use words like:

- Secrets
- Breakthrough
- System
- Undercover

People love to think they are getting knowledge that nobody else is, so just naming your product something like:

Hollywood Makeup Secrets Revealed

-- or --

Breakthrough Bass Fishing Secrets

etc..

Just following these ideas can greatly help to increase your sales.

Now as we stated before, if you use a PLR product, if you just go through the book and keep the best materials (it will require a bit of editing of course) then you really don't have to write anything.

If you just skim through it and delete all of the fluff and filler, this will get your desired results. The more products that I have reviewed and seen what other people are writing, the more I am realizing that people are become very sick of

long lengthy e-books that are filled with worthless information (which is why I have kept this book relatively short).

Just cut your PLR products down to really important information (“the meat”) as this is the reason why your customers are paying you for your book.

And you do not have to sell your digital products for a lot of money, so it isn’t necessary to have filler within your report or e-book to try and increase it’s value.

Most PLR e-books that you acquire will be in general about 40-80 pages. But after I get done cutting the filler out of such materials, I am left with about 20-30 pages of really good content, which is just fine. Your customers will thank you for taking the time to do this.

Remember, you are looking for the best information from all of your PLR sources. It doesn’t matter if you have 1 or 5 PLR articles / e-books / reports. Just take out the best information from all of them and turn it into one hot report / e-book. I know you can do it, just remember to take your time and not release this product until you feel ready.

Also remember that you can also offer this information as volumes. For instance; let’s say you found quite a bit PLR products that contain really a tremendous amount of good information for just one market.

Then why not create a Volume 1 and sell it and then a few weeks later, release your Volume 2 to the same people who were interested and bought Volume 1. Depending on how much good information you have, this could go on for quite awhile making you quite a bit of easy money!

Another idea you may want to consider is to create product packages.

If you have been online in the Internet marketing industry for any length of time, you will have seen where people take 10 different products and bundle them into one package, and sell it quite cheaply. The reason they do this is because if they overwhelm with all this good information, it gives you the feeling that you are getting a much greater value than the small prices they charge.

Although this is common in the Internet marketing market, it is rarely seen in other markets but it works very well in IM, extremely well. It is also because there is so much information in IM that it can make you dizzy sometimes.

Now you don’t have to bundle 10 products, just 2 or 3 would make your offer more powerful.

Whichever you decide, the point is to make it stand out from the rest a little bit.

- Change the title
- Cut out the useless information
- Package it with other PLR products of the same topic
- Combine
- etc..

The point is, none of this takes a lot of time as you don't have to write any new content. Just takes the time to cut and paste and put it together.

Well alright, you may have to come up with new chapter names or write some "connector" paragraphs, but there is nothing major to do, I assure you.

If you were to write a 100 page e-book, it might take you days, or weeks. But to edit one will just take a few hours even if you are SLOW.

You don't have to spend too much time on this. Just reading (skimming) the PLR book will tell you if it's worth selling. If it is, quickly make the changes- or cut out the best information and paste it into a new file and then move on to the next PLR book and do the same.

Somebody else has already spent the time editing these books once, so you just need to get in and modify the main things and be done with it.

And then, use something like <http://www.pdf995.com/> to turn it into a PDF file and you're done.

Quick ..... Easy ..... Cheap

Private Label Rights is incredible for those who know how to take advantage of it- and you are now one of those people!

## - Step 2: Create Your Sales Site

Now that you have a new unique “best of” product, you need a site to sell it on.

All you really need is a 2 page site, one sales letter and one order form.

A good thing about PLR e-books is that most of them come with sales letters which are usually already done as a webpage. You just have to make a few minor changes is all.

Now, these aren't the best sales letters on the planet, although, they aren't the worst either. They are not usually written by a professional copywriter, but usually a cheap copywriter- But they are certainly useable. Heck, sometimes I put these sales letters up on my webpages unedited and they will convert at 4-5% of sales, so you may be surprised.

All you really need to make money online is an average sales ratio, which is 1-2%. Which means 1 to 2 people will buy out of every 100 visitors who see the sales page.

To put it one way, marketing is a numbers game, and these numbers are the most important...How much traffic you are getting, and how much of that traffic is buying. All of the other fluff that you will read in the e-books or the internet is just another way to make making money online more complicated than it has to be.

So just focus on these two things- getting traffic, and converting it into sales.

So what do you do with the sales letter that came with your PLR e-book? Make it unique of course..

If you only edited one e-book into a “best of” report, then you just need to edit the one sales letter that came with it. But if you used multiple sources to come up with your report, then making a “best of” sales letter will also work.

First, I recommend deleting all of the graphics in the sales letter or page.

You already changed the name of the product, so the graphics on the sales letter most likely have the original name of the product all over them, so they are now useless.

Actually, the header graphic was already useless. Header graphics decrease sales!

You don't need fancy graphics to make a sales page convert, they just need to look good.

The only graphic that I use is a software box style cover (makes it look like my product comes in special box) which I create. If you cannot create graphics like me, then I suggest using a software program to do them for you. There are some free programs for this (E-covers they are called) which you can find if you search on google.com.

Next, change the headline and all sub-headlines to the color red. Red sells better than any other color.

And then, read it.

Read the entire letter (or letters) and put yourself in the customer's shoes. Edit what you like or don't like.

That's it really and then you're done. I don't edit them too much because it is a waste of time. The reason is because you don't know if they are going to sell well the way they are, so you have to try it and see.

So I will do a little editing that I just mentioned, then put it online and start driving traffic to it to see how well it does.

Sometimes it'll bring in an average sales ratio, sometimes bigger, and sometimes it'll be a flop. Those are the only things that can happen, and you shouldn't be bothered by any of them.

If it flops then its time to modify the copy a bit by starting with your headline for your ad or sales copy. Also be sure to do a search on google.com to see what your competition is doing and what headlines they are using. I don't suggest using any of their copy, but getting some new ideas from them isn't a bad idea at all.

So when you have a PLR product that flops, go around and see how other successful sales letters are being written and get some ideas.

Next, there is also the price of your product to consider.

As I said before, these reports will be short after you edit them, 20-30 pages or so. So your prices should be low.

Here are some good price points that I have found to work very well.

- \$7.00
- \$9.97
- \$14.00
- \$17.00
- \$19.00
- \$24.00

- \$27.00
- \$34.00
- \$37.00

I usually sell such products from \$7-27 dollars. That seems to be a good range for the optimal amount of money per visitor.

Don't be afraid of the low price points either. \$7 per sale may not seem like much but you have to remember that once you get a person to buy, then you can offer what are called backend products through affiliate programs you have joined which you will sell to those customers, and these people will also be added to your customer or mailing list.

*(**Note:** An affiliate product, is a product created by another person or company which they allow other people {affiliates} to sell on their behalf and for each sale, the affiliate receives a commission. This is another way to sell products on the internet without having your own product or needing your own website. This is another powerful way to earn money on the internet that is outside the scope of this e-book, again you can read more about it on Google or see the end of this e-book, about the free newsletter I offer which discusses being an affiliate marketer.)*

Plus, low price points will usually generate much higher sales ratios which is a good way to lead people into what is being called your "sales funnel" or leading them to you so you can offer all the different products you have, one at a time.

Okay, so far, you have not invested that much time or money to create your report or e-book.

Actually, by this time, you have barely done any work at all and yet you have a product and sales letter ready to go. So you are ahead of the game.

Next you need to upload your two webpages to your web site (and a way for people to receive your product) and start sending traffic to it.

Do you need a new domain name for it? Nope, not initially at least.

You can upload your pages to a domain name that you already own. For instance, if you own **www.yoursite.com**.

Then create:

**<http://www.yoursite.com/booktitle>**

If it sells without its own domain name, it will sell with one. This way, if it flops and you can't get it selling, you can just trash the idea and move on without having lost out on needing to buy a new domain name.

And believe me, don't be afraid to ditch the idea if it is becoming more work than it is worth. Sometimes these products just aren't going to sell the way you have your sales letter and product set up.

Therefore, to get this specific product to do well on the internet would probably need a complete redesign of your sales page and the product itself. And with all of the different PLR products that are available, it is just easier and a lot less work to ditch the loser and go find a winner.

But don't ditch the content. If it is good content and you came up with a really killer "best of" report, then you can use it for a whole host of other ideas such as offer it in a package as we discussed before.

Or maybe giving your report or e-book away for free to help you build a mailing list or to promote an affiliate program that you joined.

I have setup plenty of these PLR sites using the exact same ideas above and some just won't sell. I will modify some and if it still doesn't sell, forget it and just moved on to the NEXT!

It also doesn't matter if things are perfect. So many people are sitting there, working on a project for months trying to get everything perfect...huh?? Just launch it already, do something, see the results as nothing is perfect as we can learn much more from our mistakes and experiences so the next time we try we will see more success.

So do it fast and just get your product out there to sell it and see what happens?

## **- Create A Second Offer For Bigger Profits!**

Here is a good way to boost profits by 30% or more. All you have to do is offer another and completely different product to the person who just bought your first e-book or report by showing them this second product on your "thank you" page they receive after the sale.

This is a simple upsell that I'm sure you have seen a hundred times before.

So they order product A, and on the thank you page, you sell them product B.

Products A and B should be related of course.

To make it ultra powerful, call the second offer a "One-Time Offer" (OTO) and tell the customer that they will only see the sales page for product B this one time,

and they will never get a chance to buy the product again. Every successful marketer uses this technique today.

Again, you have probably seen this One-Time-Offer deal before if you have anything to do with the Internet marketing market. Same concept, just use it with these PLR product ideas, it works like a charm (and works better in markets outside of Internet marketing because it isn't so ridiculously common)!

The scarcity and limited time factors work wonders in marketing. People equate value to things that are rare or scarce or limited. And if your product is only available that one time, it will increase orders.

**(Note:** Or another technique I have seen is that the customer is told a special price will only be available for a short time (like 10 or 15 minutes) or that there are only a few copies left of the product to be sold.)

This will also allow you to spend more of your profits on advertising. You can even spend all of the money you make on Product A on advertising because you will make all of your profits on product B sales.

This makes getting traffic a whole lot easier...

If you don't have to make any money up front on your ads because you know you will convert 20+ percent of those customers into second offer buyers, then generating tons of traffic to your site is incredibly simple!

This is what you are striving for!

You can create the second report/offer the same way you created the first, with PLR!

Something else that I have used on these sales letters is video. You simply create a video of the actual product itself.

By video I mean a screen capture video using a free program like Camtasia (see: [www.camtasia.com](http://www.camtasia.com)). You can make a video showing your customer the computer screen with your product and speaking in the background. Your video could be like "Here is what you can have in minutes!". You can call it a "tour of our product".

It is very simple to do and hasn't failed yet to increase sales, it works every time! All the good marketers are using video now.

Now, let me give you a quick outline of how this video can be created.

**1)** Start up the screen cam software, and welcome your viewer to the product tour video.

**2)** Login to your member's area where your customer will download their product. (If you don't have a members area and are just emailing a .PDF file to your customers to deliver your product, then just open up the file itself.)

**3)** Show the download page, discuss the bonuses you are offering, etc.. Talk about everything they receive when they order your product and show them this in your download page.

**4)** Next, allow the customer to see the chapters within your e-book / report while you begin to read a part of it out loud. This is a big part of your sales pitch as it shows the viewer that the product is real. It shows the viewer how your product is presented and then they get a quick taste of exactly what is inside.

**5)** Thank the viewer for watching the video and remind them that they can have this product within minutes from that moment.

Also, if you have an affiliate program, you could give them a quick glance at that and tell them they could recoup their investment by just referring 2 friends (or whatever, this is a simple way to make your product seem risk free!)..

One last tip: it is a good idea to have some links to some unadvertised bonuses in the download area as well. Make sure to show them this and to say something like "Here are some secret bonuses that I didn't mention on the product site".

Once you have the video completed and uploaded to your server, you need to link to it on the sales page.

I have been testing this and have found that the best place to place your video on your sales page is right after you list the product benefits but before the price and guarantee.

You could also build your list with this. I haven't tried it but I'm sure that you could say:

"Subscribe today and receive a video tour of XYZ product free!"

That would probably get some interest.

This tactic works well, so do it every chance you get. :-)

Something else you can do with this video is to submit it to the video directories like Youtube.com and Google video.

Make sure to link back to your site in the description area to generate traffic back to your site.

This can be a quick and easy traffic generator. Search engines love video and if you do this idea you will have one to submit to the video web sites. It's quick and easy, give it a shot!

## **- Step 3: Send Traffic To Your Site And Profit**

Now that you have a product to sell, and a site to sell it, you just need traffic.

I recommend the following methods of generating traffic to your site (I use normally two or three types). If however, I cannot get these traffic methods to work, then the product is becoming more trouble than its worth and it is time to move on to another one.

### **- Joint ventures**

{ definition: An agreement between two or more parties (partners) for the purpose of working together and sharing their collective resources (i.e. – mailing lists and contacts) to promote one or the other products and possibly share in the revenues generated or offer commissions on the sales if agreed to. This can be a very powerful way to earn a good income if you can find the right partners. }

Joint ventures are one of my favorite ways to get traffic, simply because you only pay for results.

And yes, you can do joint ventures with PLR content. Why would they even care? As long as it sells and it is a good quality product, then people will want to promote it.

One way to get a lot of people promoting your site is to offer huge commissions, like 70-100% on the sales of your product and then make your money on the second offer as an OTO that I was speaking about earlier.

Or use Clickbank.com as your processor and sign up for an affiliate program to offer your product. Clickbank allows a maximum of 75% commissions to be paid to their over 100,000 strong affiliate force.

People will promote, and take most of the first sales money, and you take all of the profits from the second sale and beyond.

Like I said earlier, if you do not have to make any money up front on the first product, then it is very simple to generate traffic.

## - Pay for clicks

You can use various free traffic methods to bring to your site traffic but they will not be the most powerful as is experienced by most successful marketers (except for joint ventures of course).

It is much easier and less work to just buy the traffic (if you have the funds or perhaps after your products are selling well and you have some extra income you may want to look at this traffic method.)

- Use PPC (Pay per Click, that each time your ad is clicked, there is a cost you must pay. BTW PPC doesn't mean Google Adwords. There are lots of PPC advertising opportunities out there if you look)

- Buy from web sites directly (Like the web sites who have 1st position on the PPC search engines)

- Advertise In Ezines

- Search for targeted ad networks via google.com

- etc..

Here is what I recommend:

- Set up your web site and start to do your sales promotions.

- Get some JV partners to promote your site (I have yet to create and sell a product that other people wouldn't and couldn't promote)

- Use the money made from the JV promotions to then buy ads like PPC or place them upon web sites directly that have to do with the market linked to the product I am selling.

You can use 100% limited time sales to promote these reports or e-books which will work well.

The concept of a 100% commission sale involves giving affiliates 100% of the initial sale, and making your money on the upsell and downsell (other products you offer after the initial product).

You basically start off selling a product of some sort either using a nickel sale format where you would start the price low (like \$5) and the price increases by \$0.05 every 20 or 30 minutes- or you could sell the product at a fixed price of something low like \$7 or \$9.97.

When somebody buys, they are automatically enrolled in your affiliate program where they can promote your site and make 100% of the sale. This would be the \$5 nickel sale that keeps increasing or charge \$9.97, whichever you wish to do. This money then is instantly deposited into their Paypal account.

This makes it very attractive for people to promote you, so this will provide for you more traffic through the work of your new affiliates.

Whenever somebody buys, they are sent to the upsell page which sells another product that you (the owner) get all the money for. Usually an upsell for \$27 or so is good, but there is no one way to do it. I have seen \$7 upsells, and \$97 upsells. It just depends on what you have to sell that is related to the first product you are selling.

The upsell page is usually portrayed as a one time offer page. The visitor only gets to see this page once and make a decision to buy or not. This creates urgency. The only way they can see it again is if they buy the first product again.

If they do not want to buy the products on the upsell page, you can have a "No Thanks" link at the bottom which takes them to the downsell page.

The downsell is another offer that is cheaper than the upsell. So if your upsell is \$27, your downsell may be \$17.

Downsells are very popular in telemarketing. Telemarketers will often times first try to sell the customer the first product (which if they do or not and), then if they will offer the upsell and if the customer continues to says no, then as a last resort will offer them the downsell.

The Simple Commission software program that came with this report can be used to do a 100% commission sale easily.

If you get some affiliates promoting your sale for 100% commissions, you can make some big money on the upsell / downsell products and add hundreds or thousands of customers to your customer mailing list.

Getting traffic isn't rocket science. The key is to find other people to help you promote your main product attracted by big commissions and then use the money you make to buy ads on other sites and PPC.

## - Conclusion

Now you have an outline of what to do to pump out one profit producing site after another and make some real money online.

That's it! There isn't too much to this, it is quite easy. Like I said before you have to first stick with the simple stuff. Everybody seems to try to complicate the whole process of making money online, when it is in fact quite simple.

And yes, this does require a little bit of money, and some actual work. This is a business, a real one even. It is going to cost something but you don't have to lose an arm and a leg to do it.

But the good thing is, it isn't difficult, and you don't have to have any special skills other than the desire to be successful and persistence, as well as consistency.

Crank these PLR sites out quickly without the fear that everything you are doing has to be perfect. Some will work, some won't- but don't get discouraged by the failures and stay positive about success! As stated before, the greatest lessons we have in life is what we learn when things don't work out. Anyone can do this.

You can also increase sales with a followup strategy or opt in email list. Here are a few more resources for you that I recommend that will help you:

Get a web site at:

<http://www.v-j-enterprises.com/Godaddy.htm>

(GoDaddy is one of the least expensive place to get your domain name and host your website however you should also check out the next option, it cost a bit more but you could have your whole website for free to.)

<http://www.v-j-enterprises.com/GVOhosting.htm>

(GVO is a complete hosting package, you not only have unlimited domain names, space for your website, it comes with an autoresponder {also unlimited names in your lists}, a free conference room, free training on how to be a good internet marketer and build your mail lists, but the kicker is if you can find two other people to join, all of these services are free – you can go to GoDaddy and get a .info domain for one full year for about a dollar and use GVO for your hosting. They provide also a complete system to help you sell this system and you can try it for 14 days for \$1.)

Get lots of free software (FTP, PDF creator, etc..) here:

<http://www.software995.com/>

Free HTML editor and site builder:

<http://www.nvu.com/>

For your payment processors, I suggest one of these:

<http://www.clickbank.com/>

(preferred option so that you can use their affiliate force)

<http://www.paypal.com/> - If you are doing a 100% commission site..

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Now if you are already a dedicated online marketer, during my search on the net to discover the best tools and programs on the planet that can help us to build on our online business, here are a few other options you may want to consider and check out to have your business growing like a house on fire:

### **Twitter**

Twitter is becoming very popular and millions and millions of people are involved, it is become one of the largest network of people on the planet and many new tools are being offered to interface with Twitter. But the challenge is how to get people to follow you – if you try to do this manually it could take forever. There is a program that guarantees you will have 2000 new followers a month in the niche or market you specify – you should check this program out, see:

<http://www.v-j-enterprises.com/twitterfollowers.htm>

### **Free Downline Builder / Freeway to Success**

While the technique in this book are not difficult if you apply yourself, it would be nice to offer to people a very simple program, that doesn't cost much each month which provides them their own website and gives them a chance to see they can earn money on the internet. Plus this program will a newbie build their first list that they could offer the e-book or report they create. Plus, the gentlemen who has created Free Downline Builder (FDB) is using his own money to help people get people into their organization. It is a very simple program and one you could offer to people who want to get started online, check it out at:

<http://www.v-j-enterprises.com/FreeDownlineBuilder-Josh.htm>

### **A Free Link Cloaker**

If you decide to join any program as an affiliate, they will give you're an affiliate link for your own website that looks very confusing or it is possible for other people to take your link and steal it and take away sales from you. So a technology has been developed to hide this link. I am offering a product for free called the "Ultimate Link Cloaker" which you can obtain for free, it is very easy to use and you could also use this a product to help you with your own sales. Check it out at:

<http://www.v-j-enterprises.com/yourlinkcloaker.html>

### **A Free Affiliate Website with Mike Filsiam**

Mr. Filsiam is one of the most successful online marketers of all times. Every program he creates is successful. Even the GVO Hosting company mentioned before, Mr. Filsiam is a founding member. Well Mr. Filsiam is giving up being a marketer and now is interested in new internet software and systems. So in an attempt to help the rest of us, he has created a free affiliate website with some extensive training to sell his most successful products plus you can add your own products here to sell if you wish. His name will help to bring traffic to your site. To get your own free website go to:

<http://www.v-j-enterprises.com/FreeAffiliateWebsite.htm>

### **The Best Autoresponder on the Planet bar none!!**

Aweber in my opinion offers the best autoresponder that is available. Why is this, well its very easy to use and they have training videos you can watch how to work with their system. You can use the special templates they have to make your emails look like a professional newsletter and also for your opt-in forms, again they have it automated with special forms that can be used. I highly recommend them and if you have not picked your autoresponder to create and maintain your lists, you want to give them a look, check out:

<http://www.v-j-enterprises.com/Aweber.htm>

*(its \$1 to try it for the first month, to experiment and learn)*

Well dear reader, I hope you enjoyed this free e-book and that it has given you some ideas of a simple technique that can help you start your business and earn

a good extra money – focusing on using PLR articles / reports / e-books to create your own products you can sell.

If you enjoyed this e-book, then finally you might want to give a look at the free newsletter I have started this year (2010) which I affectionately call “The Wandering Jew’s Journey for your Success”.

First let me explain why I have chosen this nickname if you might be curious. As you can guess from my last name of Shapiro, I was born Jewish – and perhaps I might be considered a cheap Jew in a way as I like to make sure I maximize the use of my financial resources.

But also what I really do, outside of being an internet marketer, is I travel the world exploring various what we would call world mysteries to understand them and try to explain them, so besides wandering on the internet and doing research I also wander in the world.

Ok the goal of the newsletter I am offering is to share the best tools and programs on the internet I have discovered which work and can help your online business. Also sometimes I am able to give out some free e-books or software that I have found very beneficial. The key idea of my newsletter is that if we all work together, sharing our knowledge and ideas, we can all win and have success.

So if you would like to take a look at the newsletter, here is how to find it and sign up:



Website: <http://www.v-j-enterprises.com/success4Uonline.htm>  
Email: [josh.thewanderingjew@gmail.com](mailto:josh.thewanderingjew@gmail.com)

All the best and to our mutual success,  
Thank you,

**Josh Shapiro**  
*the wandering jew*