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Pay Attention!



“Introducing 5 Simple Ways to Use the Internet to Make Loads of Money, Work From Home and Quit Your Day Job!”

How to Turn Your Computer into a Cash Machine
By Joshua Stein and The Big Dog Internet Marketing Team

Learn How to Quit Your Job, Work From Home and Make Money While You Sleep!

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Introduction to the Internet Philosophy

Hello, my name is Josh Stein or “The Big Dog”. I have spent years researching business ideas, working my tail off and making a few bucks. I admit it; I am an opportunity “junkie”. I love to learn about different businesses and figure out how they work. More often than not I found most business opportunities to be a whole lot of work with very limited rewards.

The one business that I found and was able to really sink my teeth into was Real Estate investing. This made sense! Use OPM or Other people’s Money, buy a property, do a bunch of work one time and collect money for a long time.

In Real Estate the ROI or Return On Investment is amazing.

Where else can you leverage a 5% investment and own 100% of the equity?

I must admit, for the limited amount of time and energy I expended and the return on my investment, I love that business and have made a lot of money in it.

But, here is the thing.

Two things really. First, things started to break and cost money. Big money. I had 2 heaters die in a week and \$6,000 later they were replaced. Then a roof leaked, then a tenant needed to be evicted and after they moved out the place needed new carpets and on and on and on....

The second thing was dealing with the tenants. I love my tenants but they drive me nuts!

Then something else happened. I had a family. That’s when I decided to change my lifestyle and develop a way to spend more time with them.

So, I looked into every possible way to make money from home.

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What I found was disappointing at best. Mostly scams and Pyramid Schemes. I am ashamed to admit I lost plenty of money learning the hard truth.

Then it happened. I discovered the Power of the Internet. The amazing thing that I discovered was that this great innovation was the equivalent to the invention of The Printing Press. It literally issued in a new age of human kind!

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Welcome to the Information Age!

For the first time in modern human history the playing field has truly been leveled so that anyone can turn a tiny investment into a fortune!

The Internet is the great accelerator. What used to take months or years now takes weeks. What used to cost thousands or millions of dollars is now pennies!

The time is now!

Never before has so much power been available to so many.

And the best part? You have it too!

This report will share 5 unique ways that **people are making money on the internet right now**. There are people using each of these methods every day to earn \$300, \$500, \$1,000, \$10,000 or more every month from the privacy of their own homes or whatever location they choose!

They are living life on their terms. No bosses. Time to do what they want when they want.

You Can Too!

We are hoping to whet your appetite and get the wheels of your mind spinning.

Additional information and training is available through Big Dog Internet Marketing and personal coaching is offered. For more information you can contact us at bigdogjv@gmail.com or www.workfromhomemaverick.com

There are also programs like [Internet Million Dollars](#) or [Secrets of the Big Dogs](#) that you can explore.

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Build Your List

Here's the deal.

The money is in your list.

That is so important that I will say it again.

The money is in your list!

What does that mean? It means that you absolutely **MUST** capture the name and email address of everyone you can find that is interested in what you offer.

It would be even better if you could capture their physical address, phone number, fax number and anything else.

Why do you need this information?

It's simple really. You need it to get in the "Toll Both" position.

That's where you can offer your list products and services that they are interested in and they pay you money for doing so. Not only do they pay you, but you can charge money to people for access to your list.

That is how Internet Marketing is done and **NONE** of these methods I share with you will allow you to quit your day job and gain the freedom and lifestyle of the Internet Entrepreneur unless you build your list along the way.

This is a work smart **AND** work hard business. Sorry to disappoint you. The beauty of it is that once you create a product it can be used and sold over and over again. Some of the best selling products have been going strong for over 20 years and counting!

Leverage of time and energy.

Set it and forget it!

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How do you build your list?

The first thing you need is an Autoresponder.

What is an autoresponder?

An autoreponder is a software program that captures all the data we talked about and also lets you follow up with emails, newsletters and other messages. It will also allow you to create a form and put it on your website to capture the information.

I use Aweber and it is a highly regarded autoresponder in the industry.

You can get a 30 day free trial of it at www.thepositivewebsite.aweber.com.

The only way to make really big money in this business- and people do make **REALLY BIG MONEY** is to develop a long term relationship with a customer.

As Seth Godin says, “Don’t find customers for your products; Find products for your customers.”

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Cash Machine #1: Digital Information

This is one of my favorites. This eBook you are reading is an example of digital information. Basically, you can sell electrons and make a huge profit margin.

Think about it.

In the past the ability to sell information was limited to print materials. If you could get published at all you then had a huge marketing cost as well as manufacturing cost, distribution cost and warehousing of your product cost. Did you realize that on a \$10 book the author might see only 80 cents?

The second half of the 20th century saw the age of information marketing really start to take off. Publishing on demand, audio, video, infomercials etc. really allowed this industry to become profitable. The problem was that it took some money, a lot of manual effort and a good bit of savvy to be successful in this market.

The Internet changed all of that!

While all of the same direct marketing methods are employed when using the Internet to sell information products the cost is dramatically less. The time it takes to find out an idea is not a winner is greatly reduced. You can limit your losses and maximize your profits like never before.

Now the products can be digital. No cost to produce or deliver.

Marketing is cheaper than ever and the thirst for information is greater than ever.

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So, how do YOU do it?

There are a myriad of methods to get into this business. I will briefly cover four of them in this report.

Basically, you can either create your own products or resell other products that are created by others.

Both have benefits and draw backs.

Create Your Own

This is the harder of the two methods but also can be the more lucrative.

In real estate there is a saying, “**Location, Location, Location**”.

Well, on the Internet the saying is “**Niche, Niche, Niche**”.

To be successful creating your own products you need to find a niche to create a product for. I would recommend that you choose a niche that you:

- A) Have an Affinity With
- B) That has money
- C) Likes to spend money on information

Examples are boaters or Golfers. These people love to spend their money on magazines, equipment etc. If you know about this group of people you could develop a product specifically for them.

Products can be as low tech as the old fashioned newsletter or as high tech as online webinars. They can be low touch like an e-mail course or high touch like a live seminar.

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Use Pre Made Materials

This is easier but more generic.

Did you know that there are products out there called PLR or Private Label Resale items?

Do a Google search for “PLR” and see for yourself.

These are premade packages that allow you to get set up selling digital products right away. You get the product, site template and other materials for one low price. You can access an entire library of [PLR Products Here](#).

Another way is to pay a “Ghost Writer” to create a product. You can find these people at sites like www.elance.com and they will create anything from websites, articles or even books with your name on them. This is not as expensive as you might imagine.

Government Reports and Information

Did you know that all government reports are free to use and sell?

That’s right, the government can’t copyright material.

So, for example, there is an information publisher who sells a reprinted document telling people how to collect Social Security at Any Age. Last I saw he charged \$29. He advertises in The National Enquirer, Parade and other magazines. The beauty of it is, it's just a reprint of the Social Security Administration’s packet.

And by the way, he makes huge money doing it.

Public Domain Information

This is a variation on the PLR idea.

You probably were unaware that copyrights prior to 1923 have run out. As long as they haven’t been renewed they are yours for the using. **I give away 2 free public domain eBooks at www.thepositivewebsite.com.**

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Check out Project Gutenberg to see some examples-
http://www.gutenberg.org/wiki/Main_Page

Ultimately, the challenge with these products is to drive prospective buyers to your products.

When you sell PLR's and Public Domain the challenge is competition. Many other people are selling the same exact product. With "Ghost Written" products the challenge is that you have a larger up front expense which lowers your return on investment.

Any way, you will need to drive traffic to your site. Google Adwords is a pay per click tool and there are a larger variety of other methods- online as well as offline- to drive traffic.

Targeted Marketing and Direct Marketing Methods work well if your have a high enough response rate and profit margin.

For more information regarding this topic and to learn more about driving traffic please visit www.workfromhomemaverick.com

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Cash Machine #2 eBay

There are well over 200 Million registered eBay users. You might be one. I am.

Most eBayers though don't have a clue.

They think that they will get rich selling theirs and other people's junk.

Listen, if that were the case then it wouldn't be junk.

The model for making serious money on eBay is just like any other Internet business. The key is to develop a lifelong customer.

Just exactly how is that done?

Again, "Niche, Niche, Niche".

Find out what people are buying and sell it.

Sounds simple but it isn't. The problem is there are so many people buying and selling so many different things that it is very hard to figure that out. You can use the seller tools at eBay to help you.

If you want you can have an outside company drop ship products. This means all you do is place the eBay ad and when the product is sold the drop ship company takes care of fulfillment. One such wholesale company is [SaleHoo](#).

I recommend specializing. Pick something you either are expert in or love. But here's the catch. It has to be something other people are willing to buy. Here is a site that discusses building a [Niche Store](#).

Maybe you sell Digital Products on eBay. That would tie in with the first Cash Machine mentioned in this book. Do a search and you will see no lack of digital items on eBay for sale.

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Maybe you already have an existing business. You can sell your products on eBay and develop a client base.

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I know 2 guys who only sell foreign, generally German, cars on eBay. They do quit well as they have limited overhead and can afford to buy really nice vehicles at decent prices and sell them for less than the competition, thus making it easy to sell their vehicles.

You can start small and build it up. The key is to have a system in place to capture your customer's names and information.

Here's how it works. Let's say you sell rare books.

Jon buys a book from you on eBay. You then send him the book along with an insert that says, "Thank You. We also have Book X, Y and Z for sale that you might be interested in." (Maybe he'll buy.)

You also have Jon's email and mailing address because you sent him the book. Most importantly, you know Jon likes rare books!

Then as you develop your list you can forgo eBay as the medium and just send out an email to your list offering the book to the highest bidder.

You will be amazed at how responsive your list is and how much some people will offer to get what they want.

Repeat this over and over again.

Add onto this with a paid subscription newsletter targeted at your market.

Believe me, there are plenty of people making an extra paycheck or more each month selling part-time on eBay.

If you don't have an eBay account then you might want to sign up for one. It is free and you can try to sell something to test it out.

Get your free account at www.ebay.com

Cash Machine #3 **Affiliate Marketing**

What if you could sell other people's products online and keep 75% of the money?

That's basically what affiliate marketing is.

You know the Aweber link I gave you? If you decide to use that service and sign up for it by using my link then I get paid.

I do nothing other than give you good information- I use the product – so I am putting my money where my mouth is. In this business it is a product you **MUST** have. You decide if you want to buy it.

If you do then I get paid.

There are literally **thousands** of products that can be sold this way.

You don't have to create a single one of them.

The key is to have people to market the products to. This is where your list comes into play. If you know what they are rabid about and want to spend money on then you will know what products to put in front of them. You can use your autoresponder to send an email that shares the product information with your list and if they buy then **YOU** get paid. If not then you can catch them the next time.

The beauty of this system is that there are services like Clickbank, Commission Junction and Click2Sell that will provide you with the products and keep track of your sales for you.

The other way to offer affiliate products is through your websites which is what the next lesson is about.

Cash Machine #4 and #5 **Websites- Free and Paid**

Have you ever seen the Google Advertisements on the side or bottom of a website? Did you know that the owner of the site gets paid each and every time someone clicks on one of the ads?

All of the major search engines offer a service like this. Google's is called AdSense and it is free to set up.

By the way, the Google search bar you see on all those sites? Same thing.

Have you ever been to a website and all it had were ads for the things you were looking for? That is called a "Landing Page" and it works on the same idea except those links can be affiliate links and pay much higher commissions.

So, how does all of this help you?

What if you could drive traffic to your sites and cash those checks?

That's where free sites come into play.

Free Sites

You will need to set up a site that has a large target market. Offer the site and services for free if you really want to get more traffic.

Some examples of types of sites:

Social Networks

Top Lists

Comparison Shopping

Classifieds – Like Craigslist

Dating Sites- Plenty of Fish is a free site and makes over \$10,000,000 a year!

Forums

Blogs

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Some Examples of Hot Markets:

Pet Owners

Boaters

Singles

Opportunity Seekers

Job Seekers

Hunters

Moms

Just set up a site, do some inexpensive marketing and provide what the people want.

Paid Sites

You can also have any number of sites that offer the advertising that also require the visitors to purchase a good or service. Here is a link to an Online Mall opportunity.

A paid site could be as simple as an online store for a product your business already sells. Just add some Google AdSense and some affiliate links and earn more money.

A paid site could also be a subscription site. Think of eHarmony. They charge members a fee to use the site. (They also have advertising as we have mentioned) The problem with this particular example for you is that there is a huge amount of competition in the online dating world and most subscribers only stay for 3 months on average.)

The same goes for a paid social network or classified site. So if you are going to have a subscription site you need to make sure that it offers deep content or a unique service to entice members to pay.

There is no limit of paid sites, think porn. The challenge is driving traffic to your site.

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I offer several Fixed Term Subscription sites or FTS sites. I offer:

“How to Make This Your Best Year Yet!”

Can You Really Accomplish More In the Next 12 Months Than You Did in the Past 12 Years?

www.thepositivewebsite.com/4fts.htm

This is a 4 month e-class that teaches you about goal setting, time management and peak performance.

It is a great course and I guarantee that you will accomplish 100%-500% more using my techniques than you do now.

The beauty is that I only had to set up 4 months of quality information and then I set it and forget it!

You can also:

“Learn How to Turn Your Computer Into A Cash Machine!”

Finally, a real lesson on how you will make money on the internet....

"How Regular People Just Like You are Making an Extra Paycheck (or more!) Each Month Working From Home With No Selling, Order Taking or Work!"

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You can also develop a following by writing a blog. **Blogs** are the latest and greatest. All of the advertising that is on a regular website can be applied to your blog.

Find a small sub-niche and go to town. Give them information they crave and they will read your blog all day long.

What is a sub-niche? Think Pets as a niche, Dogs as a sub-niche and miniature long haired dachshunds as a sub-sub-niche.

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Conclusion

We have talked a great deal about possibly the greatest challenge of these businesses being driving traffic to your site.

The truth is, without traffic your site is dead. It doesn't matter if you have the best product or service in the world if no one knows about it.

SEO or Search Engine Optimization is important. You need to use keywords that people are looking for when they search throughout your website copy. You need to make sure that the Tags on your site are also optimized.

Some types of websites like Blogs are especially friendly to the search engines as they are constantly being updated.

You can also purchase advertising, Pay Per Click, at Google and Yahoo. You can go directly to those sites and learn how.

But what most people won't tell you about because they don't know is **offline marketing** to drive your online business.

You need to employ good direct marketing tactics that will fill your prospect funnel and keep your sites busy with leads.

That really is the key to success in this business.

Once the leads come, you can capture them with your autoresponder and market to them until they either "Buy or Die" as we say in Internet Marketing.

Offline Targeted Marketing and Direct Marketing are the Jealously Guarded Secret Weapons of Internet Marketing that most marketers find mysterious and never try or they waste a lot of money with marginal results.

**If you would like to learn more about Direct Marketing Tactics,
Internet Marketing or Driving Traffic you can go to
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