

# **The Best Business Model In The World - And How YOU Can Do It Too!**

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[www.IMIntegrity.com](http://www.IMIntegrity.com)

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## Table Of Contents

Information Products ROCK! .....	5
What You Have To Do .....	6
Know Your Market.....	7
The Number 1 Habit For Making Money .....	9
Stop Trading Time For Dollars! .....	10
<b>Now It's Time To "Name THAT Marketer"</b> .....	11
Take Action – Tips To Get IT Done! .....	12
How To Overcome The Fear Of Failure.....	14
<b>Procrastination Killers...</b> .....	15
Failure To Finish Projects .....	19
What To Do Now? .....	20
<b>Help Is Here ... If You Want It!</b> .....	21
High Quality Resources For Your Business.....	23

## Information Products ROCK!

Info marketing is arguably one of the most profitable businesses on the internet.

You find a market, you create a product and you get paid over and over for that same product – 24 hours a day, 7 days a week, 365 days a year.

Info marketer extraordinaire, Dan Kennedy, said everyone should get into info marketing. He said that everyone should learn a skill, become an expert and then sell their expertise through information products.

**Why? Because it's** so damn profitable!

The internet allows you to sell information as a digital download – with no physical product to create and nothing to ship – *the biggest expense is the few days you spent creating the product.*

**No stock, no employees and no boss.** (Think about that for a minute!)

Every now and then I rock on over to Bob Bly, Marlon Sanders and Jimmy D. Brown's websites to check out their catalogue of information products. Made from the comfort of their home (or Starbucks) these products give them complete control over their income, their hours and let them do what they want, when they want.

**No more working for 'the man'.**

Got a bill to pay? All you have to do is flip open your laptop and start pounding those keys, create a new information product and start selling it. I heard Bob Bly did exactly that to pay for a dentist bill!

Info marketing lets you make money from your kitchen table, regain control over your life and your income and lets you live how and when you want.

**I'm sure you'd agree – that's the type of lifestyle most people are looking to create for themselves!**

## What You Have To Do

The business model is simple... it's so simple most newbie marketers think there must be more to it - so they keep looking for something more complicated!

They stumble upon the truth, then get up as though nothing had ever happened and carry on looking for the "real" answer when in fact, it was right under their nose the whole time!

The process is actually very simple.

### Here's what you need to do:

1. You start by finding a **market to sell to**.
2. Then you ask yourself "How can I **serve** this market?"
3. And "How can I **access** this market?"
4. Then think about how you can follow up with a 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> product.

You start by finding a group of people gathering online with a problem. You find out what problems they are having and listen to the questions they are asking. **Once you've done that**, you create your product to access the market and fulfil their needs.

When you've sold your first product you follow up with a second, third and fourth product. Your first product gets you started, gets you known and builds a list of contacts and customers that you can market to again and again at the touch of a button.

But the key with this system is that it's the **future products** that will make you the most money.

**So – are you ready? Let's get started...**

## Know Your Market

This is my second attempt at creating this product.

The first time around I got distracted and lost focus.

The product was taking over, getting out of control and taking me places I'd never imagined. So I stopped and started again – from scratch.

### Why?

Because this product is not about me or what I want to explain...

It's about YOU! And what you want to learn.

### Lesson number ONE....

#### Create Products Your Market Is Already Asking For!

You have to create products that answer your market's questions. Sometimes, those questions will be silly things because your market doesn't understand the problem they have... so you have to give them what they want and SNEAK in a little of what they need.

*"Find out what they want, sneak in a bit of what they need and give them what you sold them."*

**- Paul Myers**

**Example:** Each year tens of thousands of people go and learn self-defence against various forms of attacks. Men, women, teenage boys and girls - all scared of violence.

Unfortunately they're looking for physical techniques – how to punch or kick harder and ninja skills to disable a gang of armed attackers that don't exist.

What they *really* need to know is their safety is largely due to their daily habits.

They need to learn simple stuff like awareness of their surroundings, learning to spot and avoid trouble and how to talk yourself out of a fight before it becomes physical.

Only then do you need to know how to strike and hit hard, hit first and to be furious.

Martial arts teachers will teach the techniques their students want to learn and sneak in the 'awareness and avoidance' training they really need.

When you're creating products, the first step is learning to listen to your market and create products they need **and** are looking for.

Learn to listen and understand your market first... create the product second.

Creating the product is easier (since you're simply answering real questions) **and selling it is a synch because they're already asking for what you've** created for them!

## The Number 1 Habit For Making Money

Making your own products is without doubt one of the quickest and easiest ways to start making money online.

I can't think of any business easier to set up from home – a real kitchen-table business – anyone can start no matter your age or level of experience.

All you need is a laptop or computer, an internet connection and **somewhere comfortable to work from... if you don't like your kitchen table**, take the Marlon Sanders approach and go sit in Starbucks for a couple of hours every day.

**When you've had your daily quota of coffee – it's time to pack up for the day and go do something a little more fun.** Living the internet lifestyle is about **balance** and doing the things you want to NOW and not in 6 months, a year or 5 years time. Your internet lifestyle and early retirement begins now – **don't put it off** ☺

The info product business has low barriers of entry, the set-up costs are low and the earning potential is unlimited. **So what's stopping you?**

And it all begins by learning to...

### **Get Your "Buy Buttons" Up!**

This might sound obvious to you or I but a lot of people never figure out the number #1 way to living the internet lifestyle comes from SELLING something to somebody.

Next time you hear someone say "I can't make money on the internet" find out how many "Buy Now" buttons they have out there and how many people are clicking those buttons.

I can guarantee the answer is "*Not many*" and... more than likely ... "*None*".

Your income is directly related to the number of "BUY NOW" buttons you've got out there and how many people click on those buttons.

**Get 'em up FAST!**

## Stop Trading Time For Dollars!

The real big motivation for me, when it comes to deciding to create information products is, you've (perhaps unknowingly) made a decision to stop trading time for dollars!

**Trading time for dollars caps your income.** Think about it...

You'll only ever earn *number of hours x hourly rate* and end up trying to squeeze more work into a 24 hour day so that you can increase your earning potential. Your income under this model is directly tied to how many hours you work!

Info marketing however completely changes the game and enables you to stop limiting your income to the number of hours you work.

It enables you to take advantage of the power of **"leverage."**

When you learn to leverage every hour, every subscriber on your list, every buyer who has spent money with you and every joint venture relationship to its fullest...

**... you'll work once and get paid for years to come!**

Once that happens, **you'll** be able to send an email and watch money pour into your account. Ultimately, **you'll** actually be able to take time off work and still make money.

## Now It's Time To "Name THAT Marketer"

For a long, long time I busted my butt to build my list and promote other peoples' products. I was almost solely focused on affiliate marketing.

It took a while but I soon learned the most successful marketers aren't just affiliate marketers.

They're product creators AND affiliate marketers.

Name someone you like and follow who teaches internet marketing and how to make money online. Now, think about that marketer – and ask yourself how they make their money online?

They're hardly ever 'just affiliate marketers' or 'just product creators'.

Most successful internet marketers know that creating products will make a lot of money, so they create them and find JV partners, recruit affiliates and build a list of subscribers.

Think of it like this ...

**Selling your product = money**

**And building a list = more money**

**Plus finding JV Partners and affiliates = even more money**

Do this and **you've got yourself** a fairly big money making machine.

In fact if you focused on nothing more than creating (and acquiring) a catalogue of products, building your list and finding JV / affiliate partners... **you'd pretty much have a business in a box!**

So, the reality is... **Creating a product is your first step.**

## Take Action – Tips To Get IT Done!

Every day I read a new email about **The #1 Reason for Failure** but right up there – at the top – has to be getting started and then getting finished.

Doing something badly will always get better results than doing nothing at all. (Read that again because it's actually quite important!)

**I don't know anyone NOT GUILTY of starting and failing to finish** - so stop beating yourself up right now and start making a commitment to yourself to get your product up and selling.

Personally, I'm better when I'm desperate and scratching around trying to find out how I can best pay my tax bill or an unexpected repair bill. When I've got too much time and not enough urgency... I mess about, get distracted and **fail to focus**.

Let me tell you about a guy I know called Pete. He's actually a professional fighter.

This guy can eat, drink and party like nobody else I know. He can put on on a ton of weight **after a fight because he's got nothing to train for** and nothing to focus on.

But when he's got a fight coming up, when he's prepared to throw punches, kicks, knees and elbows at someone (and they're doing their best to hit him back) he trains like a monster. He trains hard out of necessity to survive the **battle of the 'nerves'**, the adrenaline and the fear of failure in the ring.

Maybe you're the same?

Late Copywriting Legend – Gary Halbert - summed it up well in his newsletter. Substitute the word "message" in the quote below for "product" and you'll see what I mean.

*"Gun-to-the-head-thinking" can get you out of a jam or tough time. If someone had a gun to your head, and to save your life you had to craft the best message you could, what would you say?*

**Source:**

[http://www.thegaryhalbertletter.com/Newsletters/zfzs\\_pearls\\_of\\_wisdom.htm](http://www.thegaryhalbertletter.com/Newsletters/zfzs_pearls_of_wisdom.htm)

Often it's not really the *work* that's the problem... it's our *approach* and *mindset* towards getting it done.

A while back I was listening to an NLP audio by Jason Fladlien (he's a bit of whizz-kid when it comes to getting things done fast) and he was comparing typing to hitting the keys on a cash-register.

**If you can 'frame' your work** differently, you might find you get more done? Perhaps **you'd get more done if you didn't think** that you were typing words onto your computer screen but instead **adding zero's to your bank balance?**

Maybe that would work for you?

Other times all it takes is discipline and determination – tell yourself to shut up, turn the TV off and just get going – you are after-all your own boss!

## How To Overcome The Fear Of Failure

The other week my wife and I went out to buy paint for our house. We walked up and down the aisles of the paint store for about an hour trying to imagine what colors would look best – **both fearful that we'd pick a color our friends might not like.**

**It's funny how we create objections in our mind, problems that don't really exist and then let them stop us achieving our goals.**

Really we should have thought differently about failure. So what if we picked an odd color our **friends didn't like or made fun of? It's our house, our personal touch** and – if it really was that bad – we could always repaint it!

**Next time you're worried about failing because** you pick the wrong niche, create the wrong product or spent too long working on a project task ask yourself –

*"So what? Can I survive? Will I come back stronger? Will I learn from the experience and be better next time?"*

Someone once said to me that **if I wasn't failing online with some projects then I wasn't pushing hard enough or doing enough.** Learning to fail fast is an important part of business – find an idea and get it up fast. If it fails, **then so what? You've not wasted too much time or money** on it and you can move on to the next project.

Plus you got experience (something no amount of money can buy you) and a product you can give away for free, sell as PLR or use as a bonus for future projects.

## Procrastination Killers...

*"In psychology, procrastination refers to the act of replacing high-priority actions with tasks of low-priority, and thus putting off important tasks to a later time."*

- **Wikipedia**

I recently read about a guy who did a Double-Ironman competition.

That's 224 miles on a bike, 4.8 miles swimming and a double marathon (54.4 mile run)! It took 40 hours for him to complete it.

He talked about the winner – a Marine he chatted to during the event.

**The biggest single difference between the Winner and the Losers was Mindset.**

The Marine just "got on with it." While everyone struggled up the hills, he just battled through. When asked how he did it, he replied "The quicker I get it done, the quicker I can get home."

Simple huh?

We're all guilty of checking our emails, reading forum posts and checking out multiple offers (all promising wealth). I know I've spent many an hour 'working' when all I was really doing what 'reading about working'.

Just get on with it... the faster you get things done, the faster you'll be enjoying the results.

**Time management is a big player in overcoming procrastination.**

Stop sitting down for Ironman-like hours on your computer. Instead work solidly for short periods of time – 30 minutes to an hour is fine – then reward yourself with a break.

When you're done... you're done! Down tools and pack up for the day. Spend time doing what you enjoy and live the lifestyle you dream of NOW.

**HOT TIME MANAGEMENT SOFTWARE:** I use an excellent little tool that has really helped improve my productivity. There are two versions available right now – an [online version](#) or a [desktop software version](#). At the time I am writing this, the [online version](#) is **100% FREE**.

## **PPPPPP... Proper Planning and Preparation Prevents Pi\*\* Poor Performance.**

**Learn to “plan your work and work your plan!”** Map out your projects, put realistic time frames in place and then stick to them.

Once your project is broadly planned – create a weekly and daily plan.

Don't find yourself turning on your computer and thinking “What am I going to do today?!” That thinking - that deliberation leads to procrastination... you'll put off the important stuff that makes you money.

When you sit down at the computer you should know exactly what you have to do, how long you have to do it and then get it done! You sit down with a clear purpose and **'begin with the end in mind.'**

If you fail to achieve your daily work it's either because you didn't focus or you were unrealistic. Try keeping a diary with a record of what you have to do and the progress you've made.

I have a Word document and at the end of every day I update it with what I've done today, what I'll do tomorrow and if I've achieved my goals for the day.

It's nice to scroll down and read past-entries. It's a little like keeping a food diary... you never realize how 'bad' you've been until you look back and see how many days you ended up messing about, reading emails and checking forum posts – instead of taking forward steps.

## **Perfection... doesn't exist so stop trying to get everything perfect!**

I remember a story by Dan Kennedy about the guy in a warehouse who spent ages trying to tape a box up neat and tidily for shipping.

Then you had his colleague who simply wrapped the tape 'round the box and got them done twice as fast.

### **“Good enough is good enough!”**

Learn (and have the discipline) to set timescales... **get the work “good enough”** and then start selling it. This becomes your *Version 1.0*.

When your product is selling and you've got feedback from the marketplace you can invest some more time, improve the product and release *Version 1.1, 1.2... 2.0*

Think about all the 'New, Improved' detergents, toothpastes and recipes released on a regular basis. They're simply newer versions of the same, old product... improved and re-sold to the same hungry market.

Software firms get this concept and release a version of their product and then release subsequent updates. Often they'll even release a product with bugs they didn't know about... until the market tells them... so they fix it and still make millions!

Not only is this a quicker way to release your products... it's a great reason to keep in touch with your buyers, interact and ask questions... then build a super-successful product based on real user feedback. Plus, because you're always sending them "updates" to the product, they inevitably consider you to be someone who really "overdelivers!"

**Quick Tip:** Ever read a forum where they review a product? These are goldmines of information where you'll find real user reviews pointing out the good, the bad and the ugly aspects to the product.

You'll read the pains the market are experiencing (in their own words and vocabulary), what they liked and disliked about the product and how you can tap into the marketplace.

**Someone beat me to it... is another great reason to NOT do something!**

So there's another product already out there... maybe it's been out for a while, maybe they got it out days before you?

So what?

When you find a hot, hungry market you'll never reach the entire market and you'll never satisfy their desire to consume new information – **nor will your competition!** Hot markets are so big there will always be a percentage of people who've never heard of you and want to find out more.

How many weight loss DVD's can you think of that teach the same thing - they're just endorsed by a different celebrity?!

Of course, it's nice to be different, to be unique and be first - BUT in a hungry market NEVER let the fact that someone got there first put you off.

## Instead ask yourself...

1. Are there negative reviews I can overcome with **my** product?
2. Do I have personal experience that will make my product different?
3. Is there a unique angle or twist I can highlight and sell?
4. Do reviews and feedback on my rival's product reveal new product ideas?
5. Do I have a solution that's quicker, easier, more complete or more ethical?

Rival products come out all the time and this just **raises everyone's game**. Don't let competition and the fact that someone has already 'done it' put you off.

## Failure To Finish Projects

Writer's block, analysis paralysis, boredom and overwhelm are all reasons for NOT getting your projects finished.

If I'm staring at a blank screen wondering what to write and where to start, the best thing (in my opinion) is to simply start writing... anything. As you type, the words will start to flow naturally but first you have to start typing. It's where the magic begins (don't ask me why).

Not sure who said it but "*Write fearlessly and edit ruthlessly!*" is the best way to cure **writer's block** (same goes for video and audio courses – simply edit out the fluff). Just start writing and get your thoughts down – you can come back and edit it later.

This is a great technique for squeezing in 10 minutes work here and 10 minutes there when life is getting tough and everything seems to get in the way.

There are times you'll feel overwhelmed with work and **analysis paralysis** sets in. Here is a simple 2 step process to help you conquer it once and for all.

First, **prioritise your work** – if you've got the choice between writing an eBook or formatting the look – write the eBook every time because **it's the content that makes you money!** If you're wondering whether you should create graphics or get your buy button up, then get the buy button up – **it'll make you more money.**

The second tip is to ask yourself is "**What should I do?**" Instead of always doing what you *want* to, choose the tasks deep down you *know* you *should* do and will make you money.

Here's an analogy you might be familiar with... There are the foods you *want* to eat and the foods you know you *should* eat. When it's time to choose ice-cream or an apple... you want the ice-cream but know you should eat the apple.

If you follow this rule, 9 times out of 10, **you'll pick the right task.**

**And if you're still not sure,** maybe it's a toss up between two equally important tasks – should I create the product or write the sales letter – then give yourself 1 minute, flip a coin, roll a dice... just pick one and **TAKE ACTION!**

Now you've got no excuses not to start working on your new product.

## What To Do Now?

**Set yourself a goal and start small.** Don't go crazy and decide to write a 200 page report with video and audio.

Instead create a short 20 – 30 page report on a specific topic and make a promise to yourself to get it done this week.

Treat this as a confidence builder – you now have your own product to sell, giveaway to build a list and get feedback on.

You can sell it cheap to see what the demand is like, how happy your buyers are and discover for yourself that's it's not really that hard.

When I created my first product, I sold it for \$27 I was scared to death of refunds but two years later it was **still selling and I'd** not had a single refund request. That probably meant I should have raised the price some more!

I think that pretty much lays the foundations for your info product business but it does all come down to having a product to sell.

**Will you take action, put in the effort and reap the rewards?** Or will you be no closer to your goals in a year from now? The choice is now in your hands.

I sincerely wish you every success and [I'm here to help if you need it!](#)

*Aaron Leighton*

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## Help Is Here ... If You Want It!

I've been doing business online for the past 9 years or so and during that time I've helped a lot of people to finally get something started on the internet.

For most people, it's the simple things that are holding them back. They have plenty of great ideas but simply don't know how to **execute** them.

If you've already got a product you want to sell but can't seem to get it ready for sale, then get in touch with me and we can discuss how I might be able to help.



Perhaps you're a prolific writer but the technical stuff scares you to death? Don't worry because I've helped countless people in your position. You definitely shouldn't let something I can easily help you overcome, be a barrier to your success.

My membership site at [MyMarketingGoldmine.com](http://MyMarketingGoldmine.com) provides the ultimate platform for you to [get started without investing a fortune.](#) I've personally helped many of my members finally get their first product or website online and develop their own successful internet business.

**I'm sure I can help you too.**

The question ***ISN'T***:

**"CAN you do it?" – it's "WILL you do it?"**

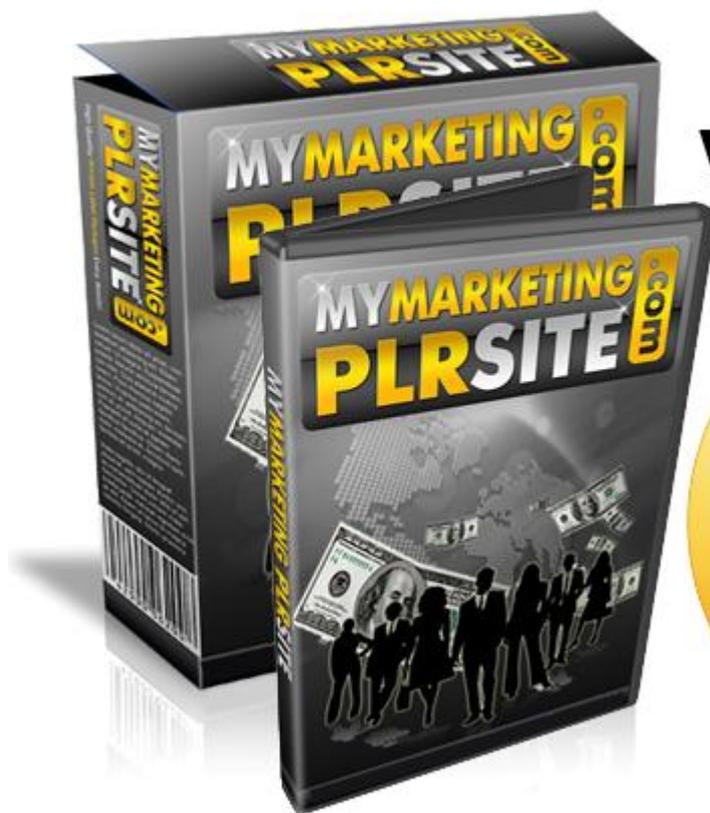
**[Click Here To Contact Me At My Support Desk And Let's Discuss How I Can Help You Get Started](#)**

**Your friend in success,**

*Aaron Leighton*

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# This **FREE RESOURCE** Could Be Just What You Need To Help You Build Your Own Profitable Info Product Empire!



**12 Modules Of  
Step-By-Step  
Video Training!**

**FREE!**

EVERYTHING explained in detail. It's the exact process of finding some of the great PLR content already out there, and turning it into best-selling products that sell on autopilot, again and again.

**[Click Here To Join Today For FREE](#)**

# High Quality Resources For Your Business

## Monetizing Your Blog

[100K Adsense Blueprint](#) – An excellent guide for earning an income using Google Adsense. Highly recommended.

## Essential Wordpress Plugins

[SEOPressor](#) – An excellent plugin for ensuring that your blog and blog posts are SEO optimized. Definitely worth checking out.

[PlatinumPopup](#) – **(FREE!)** A great free popup plugin for WordPress. Also available in a Premium upgrade. This is the most flexible popup for WordPress by far! Killer features! Great for building a list from your blog.

## WordPress Themes

[Elegant Themes](#) – Providing a large array of super high quality WordPress themes at extremely low prices.

[Developer Themes](#) – Here's a great collection of well-priced developer themes which will allow you to develop websites for offline clients and sell them for a nice price. These are some of the best quality Developer themes I've seen in a while.

## Website Backup Tools

[Cpanel Backup Tool](#) – **HIGHLY RECOMMENDED!** Automatically backup multiple Cpanel accounts and multiple MySQL databases as often as you wish to your PC hard drive.

[Backup Creator WP Backup and Cloning Plugin](#) – An excellent low cost plugin for backing up and cloning your WordPress installations.

## Ready-Made Niche Blogs

[10 Packs of Niche PLR Blogs](#) – awesome quality niche blogs with full Personal Private Label Rights (meaning you can modify them in any way you see fit.)

[25 Health Related PLR Niche Blogs](#) – grab yourself a bargain! 25 health related PLR blogs that you can do virtually anything with.

## WordPress Training

[WordPress Mastery Video Training](#) – 30 high quality step-by-step videos outlining various aspects of working with WordPress. (Master Resell Rights option is also available for a very low price.)

## Autoresponder Services

[Aweber](#) – An industry leader in autoresponder services. Aweber is arguably the most popular choices for internet marketers.

[GetResponse](#) – Another highly regarded option for those serious about their email marketing.

## Traffic Generation

[ContestBurner](#) – This WordPress plugin will bring you a TON of traffic if you put it into action.

[PPV Power Video Course](#) – **(LOW COST)** An easy to follow video series that teaches you a very powerful method used by the "gurus" to gain massive exposure, build mammoth lists and generate huge incomes!

[Super Fast Web Indexing Software](#) – **(FREE)** A super simple free software that gets your new sites indexed fast in the search engines!

## Essential Software

[Filezilla FTP Software](#) – **(FREE!)** Upload files easily to your hosting account.

[Kompozer WYSIWYG HTML Editor](#) – **(FREE!)** A free What You See Is What You Get (WYSIWYG) HTML editor allowing you to build websites and web pages with relative ease and little knowledge of HTML coding.

[GIMP Photo Manipulation Software](#) – **(FREE!)** Powerful photo editing software that allows you to do many of the things that paid software such as Adobe Photoshop can do.

## Internet Business Training

[Learn-The-Basics](#) – **(FREE!)** Grab a **FREE membership** here to tons of step-by-step video tutorials showing the basics of doing business online.

[IMCoachingClinic](#) – If you've struggled to get anything started to make you an income online then look no further than the highly acclaimed IMCoachingClinic. This is your ticket to success and all at a very reasonable price!

[Marketing With Alex 2.0](#) - Alex Jeffrey's has a track record of taking people by the hand and helping them to make a real income online. His Marketing With Alex 2.0 coaching program is first class and a LOT cheaper than it's ever been before. Check this out and also hear what others are saying about it.

## Private Label Product Packages

[FREE PLR Training And Package](#) – **(FREE!)** Hours of step-by-step video showing you exactly how to make big money from PLR Products just like the “gurus” do. **Free membership!**

[Big Private Label Email Package](#) – **(CRAZY LOW PRICE!)** Having a good set of followup emails is essential to maintaining the interest of your subscribers and also subtly being able to recommend related resources. This package over-delivers in a huge way. Well worth investigating at this crazy low price.

[3GB+ High Quality PLR Package](#) – This huge **(3GB+ download)** package is packed full of great quality Private Label Rights products that you can easily turn into your own unique products. **95% of the work has been done so it'll save you a TON of time to grab this package.** Over 50 products in a range of niches.

## All-In-One Memberships

[MyMarketingGoldmine](#) – A huge array of training resources, products to sell, web hosting, awesome support. **You have to see this.** True value for money!

[Unselfish Marketer](#) – Providing a large array of tools and products that you can put to great use in your internet business. Hosting is even included in this package as well as products you can sell and keep the profits from.

## Other Free Resources

[BannerSnack](#) – **(FREE!)** An excellent service for creating eye-catching banners to help in your advertising efforts.

[Dropbox](#) - **(FREE!)** I honestly don't know what I'd do without my Dropbox! Free 2GB storage space to backup and access your files from ANYWHERE.

[Click Here For Further High Quality, Low Cost Or Free Resources](#)

## My Personal Picks In Web hosting

### My #1 Rated Web hosting Picks



**Hostgator** – Very popular amongst Internet Marketers. Based in the United States, they are now a major player in the web hosting industry (hosting over 8 million domains and counting) and have been in business for many years now.

I can personally vouch for [Hostgator](#) and have used their services for **MANY YEARS**. They provide some of the best support I've experienced from any web host online and their prices are excellent.

#### **SPECIAL "1 CENT" HOSTGATOR DISCOUNT COUPON**

Grab a professional web hosting account **for just 1 cent** (for the first month) simply by ordering a shared hosting package from [Hostgator](#) and entering the coupon **1centprohosting** at the checkout.



**DreamHost** – This is another host that has a very good name in the industry and is worth checking out.

Offering a free trial, you really can't go wrong. Test them out, see if you like them and make a final decision when your trial's up.

# You CAN Succeed But *First* You Need To **Learn** **The Fundamentals Of** Running A Business Online!

**FREE Step-By-Step Video Training**

Takes You By The Hand And Teaches You "The Basics Of Internet Marketing"

*"You don't know what you don't know!"*



When you're starting out it's  
**EASY** to get lost ...**QUICKLY!**

There's **SO** much information  
out there that it's often hard  
to find out what you **REALLY**  
need to know.

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