

# The Real Fortune Is Underground



Volume 1, Issue 1  
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### Special points of interest:

- Notice a theme? Each month's issue will have a theme. This month's theme is: **How to make money online...Fast!**

## Welcome To The Underground

My time is valuable and so is yours. So, I won't waste your time with a bunch of self promotion trying to sell you on why this newsletter will be more valuable to you than anything else you have in your internet marketing arsenal. I guarantee you, no matter what lists, blogs, or newsletters that you subscribe to, you aren't getting anything like this.

All internet marketers have two levels of information. First there is the well-formatted pretty stuff that you can read on their websites, blogs or in their newsletters about how to succeed in this fast paced industry. Then they have the really good stuff that they keep buried in what we call, "the underground". Do images of Gollum and "My Precious" come to mind? It should. These are their closely guarded secrets that have ACTUALLY led to their success. Why in the hell would they ever share them with you?

You know this, but their copy is good and they are gurus, right? Who else would you want to learn from? Inevitably, disappointment sets in as you shell out your hard

earned cash for information, 90% of which, you could have picked up for free in any of the gazillion internet marketing forums online.

You can hardly be pissed at them, though. Obviously releasing one secret at a time mixed in with a bunch of crap you already know is a brilliant marketing strategy. After all, it's kept gurus rich for years. Even you bought it, right?

Where others have said they won't hold anything back, we deliver. If it works, we'll tell you about it and how to do it. If it sucks, you'll be the first one to get the buyer beware. Everything you'll find jam packed into these 25 pages is no-holds-barred information on exactly what these elite internet marketers have done, do, and will continue doing in the future to be successful.

You wanted to know how the big dogs roll, now is your chance. If you don't find it useful, then do us and yourselves a favor and unsubscribe. Now, turn the page, get reading and take action!

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## The Fastest Way to Start Making Money . . . NOW.

I could give you a dozen ways I make money online - but we want to get from point A to point B as FAST as possible -

That means leverage is required.

Before we dive into marketing, I'm taking you in another direction. This is vital to your success and this simple exercise may be worth more to you - IF YOU DO IT - than anything else you'll learn all year.

It's from a program I developed years ago called "The Amazing Momentum Generator" - the idea of the program was to kick some serious ass over a short, but intense period of time. Initially the program was designed for 100 days but most people started burning out at 35 - like I said, it was intense.

Be honest with yourself right now - most of what you do is a COMPLETE waste of time.

Then, be honest with yourself further and admit that you spend your time doing things that could be eliminated, automated or delegated. We ALL engage in busy work that is nothing more than work for the sake of work. If it's not obvious to you now, it will be.

The first thing I want you to do is identify something in your life that is more fun, and more exciting than marketing.

Gasp - it was hard for me too.

Seriously, if you don't have something more compelling than work - you need to get a life. Why are you doing this? Come up with one thing that excites the hell out of you - one thing that if you had THAT you wouldn't want to work.

It could be taking your kids to the park, sitting your butt in the sun on a Mexican beach, touring the country side on a Harley, taking cooking classes, acting in a play, working out three hours per day and strutting the hottest bod you've seen lately - it could even be traveling the world attending every single Internet marketing conference on the planet.

Get excited about something other than making money - this is what you're making money for.

Next step, use the time tracking sheet you've been provided. And start getting hardcore nasty with yourself about how you're "spending" or "investing" your time.

Every moment of every day you're either moving yourself towards what you want (investing) or piddling away moment after moment (spending) and moving yourself FURTHER away from what you *really* want.

Now evaluate your time in this way:

**"A" activities.** These are activities THAT MAKE MONEY. It's not pretending to make money, or hoping to make money. It's MAKING MONEY. Until you spend most of your time doing "A" activities, money is hard to make. If you don't know what an "A"

activity is, you need to find someone who does.

**"B" activities.** These are activities that LEAD TO MAKING MONEY. This can be creating product, writing sales letters, setting up ad campaigns, etc. If you're not engaged in "A" activities, then you should be engaged in "B" activities. "B" activities are asset producing activities.

**A word of caution:** It's very easy to lie to yourself about "B" activities. Putzing around with the newest software or buying the latest eBooks probably ARE NOT "B" activities. Again, you have to be painfully - brutally honest. Don't CHEAT YOURSELF.

**"C" activities.** These are routine activities - they should be automated, delegated or eliminated. Pay someone else to do them and if it's not worth paying someone else to do, then you shouldn't be doing it either! You'll find that at least 80% of your time, right now, is very likely tied up right here.

**"D" activities.** These are just flat-out TIME WASTERS. This is watching TV, surfing the forums, gossiping on the phone - it's dink off time that serves no real fulfilling purpose - it's time spent avoiding doing what you know you SHOULD BE DOING.

It means you have resistance towards doing what you say you want to do - "D" activities must be recognized and eliminated - zero tolerance here.

I'm serious - do the above. Don't skip over it or think about doing it "some other time". Accountability to yourself is critical, otherwise the rest of this is just mind-candy.

### The Money Map

We don't have time to develop free search engine traffic. We don't have time to create a product of our own, or engage in a lot of testing.

These are the two ways I prefer to get immediate, highly targeted traffic:

1. Joint Ventures
2. Pay Per Click

We'll get back to this.

Since we don't have time to create our own product, we have these choices -

1. Promote other people's products as an affiliate
2. Buy resale rights to an existing product

Partner with an expert to develop something new, fast.

Option two gives us leverage, but still requires work on our end before we can start making money.

Here's my plan following a JV route / promoting OPP (and partnering to develop something new):

The richest men in the world are middlemen of sorts. It used to be Adnan Koshegi - he brokered BIG deals between companies and governments. Bill Gates too is a middle-



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Insert  
really bad  
quote here

We're on the  
web!  
[www.imxfiles.com](http://www.imxfiles.com)

man of sorts - it's his operating system that allows most of us to use someone else's computer.

Without this middleman, no deal.

**Step One:** Find a product or service that pays a commission of at least \$100 per sale - *or could.*

Here's a big money idea: YOU are a marketer. YOU think like a marketer. Just because someone else has a product, it does not mean they see the potential you see.

How could you take that product and make it something bigger for the product owner?

**Step Two:** Approach the product owner and make them an offer - you can work two separate tracks here (or both).

**A. Sell the product directly:**

"Hey product owner, my specialty is arranging webinars to promote your product. I'll do the work of arranging the webinar - all you have to do is show up for an hour and talk about your product. I'll take care of getting people there, etc."

**B. Develop a backend for the product owner:**

"Hey product owner, I see that you have a new product out. A lot of people will buy this and never use it - why not offer a series of follow-up webinars - a step-by-step system that actually gets your customers using, and loving, your product?"

I'll put together Powerpoint presentations that break down your product - all you need to do is show up and answer questions. We split the profits and you have very little work to do."

You could take a \$97 software product and sell a backend training series for \$197 or more (all recorded for later packaging). Nobody does this!

**Step Three:** **A JV broker-style arrangement with a**

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## twist.

The bigger IM players are BUSY. We don't have time to do everything we'd like to do.

So you approach marketer and suggest that you host a webinar with so-and-so who's about to launch a new product.

"Hi Marketer - so and so is launching a new product I think your list will really go for. I know you're busy and you don't have time to evaluate everything that hits your inbox.

Here's what I suggest (ie, here's my solution to your problem) - we get together on a webinar and invite your subscribers. We'll demonstrate the software and answer all your questions - and your subscriber's too.

It'll take an hour of your time and you get x-percent of all sales that result. I'll do all of the work for you - you just need to show up for the call.

And the best part of this is - you're not committing an endorsement to the product, you're just showing up to "evaluate it".

Who's gonna refuse an offer like that?

Here's the work you do to make all arrangements for the webinar (BTW, right now webinars convert out of the park - especially for software programs) -

You

### **Write the promo materials**

Basically, this is just something the marketer with the list can send out to his subscribers to promote the Webinar - nothing fancy required - following message took me 2 minutes 37 seconds to write.

"Hey guys,

I'm extending a special invitation to you to take a sneak peak with me at some software that looks like it has some exciting potential.

On this webinar, you'll have a chance to look under the hood, see how it works - and if it's a fit for your business - and ask any questions you want.

I'll be grilling the guy too - this should be cool.

Space is limited, so register ASAP to ensure your spot. <http://gohere.com/register>

Marketer X"

### **Setup the webinar**

You'll need a webinar system - learning how to run it effectively is a pretty low learning curve (hey, it was developed for corporate America types, so how hard can it be?)

It takes about 5 minutes to set up a webinar.

Visit <http://GoToWebinar.com> - about \$100 per month, but if you use it then it's a cheap tool given the upside potential of it.

### **Moderate the webinar**

You need a short introduction to be-

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gin; you relay the questions the attendees ask - ie, they type them in and you read them out - good to do this in the role of moderator. Then you need a short wrap up to the call - thanks, here's where you buy, here's the special offer, etc.

### Run the webinar software

Basically, this involves pushing a "start" button and not much else - it's pretty easy to use (a practice session or two is recommend before you go live).

Produce a recording of the whole deal - in exchange for a percentage of sales produced and resale rights/ a share of copyright on the recording.

### To do this you'll need the following:

**Camtasia**, records screen and audio - produces avi video file which it can then convert into a Flash file for online viewing.

**RadioShack 17-855 Wireless Phone Recording Controller**. This hooks up to your phone and computer so you can easily record audio from a phone conversation - also has a jack port for plugging in a headset - essential.

How much work is *really* involved here? 2-4 hours and you have a profit potential in the thousands per call.

I've experienced a closing rate between 20-50% in webinars I've done to date and if you've heard me speak, I'm no Alex Mandossian.

Note: Smart marketer's collect assets - not just checks. These assets can be sold outright, used as bonuses, be given away to build lists, etc. Always try to get something more than a check out of any deal you do.

### So, here's what you've done:

1. You helped a product owner sell more of his product by arranging JV's for him with other marketers - and you earned a percentage of sales.
2. You helped the same product owner to develop and sell a backend product that you potentially own a share in - and could possibly be a source of recurring income.

You helped an overly busy Internet marketer (the JV partner) sell a worthwhile product to his list and you collected a percentage of sales for doing all of the work.

PSST - Notice you're collecting a percentage of the profits from BOTH parties. This is something you can do RIGHT NOW - new products or old, doesn't matter. Just do it.

You could easily do a six-figure business running just a webinar or two per week. You'll get the best results with products that haven't quite launched yet, but don't discount products that have been sitting on a shelf either.

Remember, you're offering something of value to all parties involved that's much more compelling than a static sales page (and don't forget - smart marketers collect assets).

**.X.**

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My name is Keith Baxter and I will be your guide on this little journey of ours. If you want to know more about me, it's best to just visit my site at <http://www.StealthTrafficSystem.com>.

## REGNOW PROFIT SYSTEM

This month, I will show you how to find a hot product to promote in Regnow, what to do with that product once you've selected it, and how to promote that product to make sales.

This is one of my core blueprints, so let's dig in...

Regnow is a Digital River company who happens to host over 25,000 software titles you can promote as an affiliate. You can find Regnow at <http://www.regnow.com/>.

What I like most about them (besides their large selection, timely payouts, and extensive selection) is their try-before-you-buy software packages. For the savvy affiliate marketer, this is a huge opportunity.

Action item - Register as an affiliate at Regnow now before proceeding further.

<http://www.tinyurl.com/ysq5dr>

Now that you have registered as an affiliate, please check your email to receive your login instructions.

Login to Regnow right now.

As soon as you login, click 'Account Settings' on your left hand side under the Toolbar section.

Verify all of the information under General, Payments, and W9/W8ben are correct. If there is incorrect or missing information in any of these three sections, please correct or add it now.

It's now time to look for products to promote.

Click on 'Product Finder' under the Toolbar section.

This is where the fun really begins. This blueprint that you are reading right now is going to focus on a strategy that involves using try-before-you-buy software. While I don't want to get too ahead of myself, I do want to explain the reason why.

What we will be doing is creating articles which will be used to pre-sale these software titles. We will identify a problem and then present a solution to that problem. As part of the solution, we will GIVE THEM the software application that will automate the solution we presented. Don't worry, as I detail this process, I will use easy to follow examples.

Ok, back to business...

Since we've clicked on Product Finder, I want you to click on Trials (the third tab from the left on top).

It will often take 20-30 seconds to load, so please be patient.

What you are looking at here are the only programs we will be dealing with in this training. Each of these software titles has a try-before-

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you-buy program. But it gets better... each one will allow you to download the program with your affiliate link embedded directly in that application. This means that if someone installs it, uses it, and buys it... you get the credit.

Can you see why I like this model so much better than the direct sales, you-have-no-idea-what-you-are-buying-before-you-buy-it model? That model requires a strong guarantee and you can always expect up to a 20% refund rate. This model has no (or very little) refund rate.

Now that you are looking at this page, the third column from the left is called EPC/PowerRank and is the most important column we want to look at.

EPC stands for Earning Per Click and is calculated by taking the commissions generated by the product and dividing it by the number of clicks tracked for that product. The higher the EPC, the more the product pays out per click. EPC is meant to be a general measure of the productivity of a product to generate commissions.

The more bars in the PowerRanking, the more commissions that the product has generated for affiliates in the network during the last 90 days. So we are looking for products with a high EPC and as many green bars as possible.

How do we find these?

Click the column heading and it will sort with the top products for us to promote.

Let me step back and explain some things here that haven't been said.

Traditional internet marketing says to pick a niche (market segment), then find or develop a product for that niche.

What we are doing here is opposite.

We are finding a product first and then designing our marketing plan around that product. Most of the products in Regnow cater to mass audiences, so you won't find the latest goofy 'content generator' or 'article spinner' here.

But since they do cater to larger audiences, this also means that it will be EASIER to market. I know what you are thinking, 'Did Woody just say it will be easier to market to a larger market than to a small niche market?'

Yes I did.

Ok, time to get back down to business.

At the time of this writing, the product with the highest EPC is ezAJAX Community Edition Perpetual License. This product has an EPC of \$4.68 and 5 green bars.

If you are wondering what a good EPC is then that's an answer I can't give you simply because that depends on how much you will be spending on your marketing. If you are focusing on pay per click alone and paying \$.30 per click, an EPC of \$.10 would make no sense (in most cases). But on the other hand, if you were using

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non-paid traffic sources like a well designed viral campaign, then a \$.10 EPC would be perfectly acceptable. Remember, EPC means EARNING PER CLICK and is an average.

For this newsletter illustration, I'm going to move past ezAJAX Community Edition Perpetual License simple because I just don't know enough about AJAX to create a training program around it.

The second product on the list is actually a product I personally own and it's the PQ DVD to iPod Video Suite. The EPC is very good at \$2.78 and again, there are 5 green bars.

It's time to click 'view' to the left of the product name. A popup box will appear that will give us the ability to apply to promote this product. Some merchants will approve you instantly; some will wish to manually approve your application.

This merchant has auto approved my request the moment I applied to be an affiliate for this product. Just as a side note, this product pay's a 30% commission which is on par with what many information products pay out in commission. One of biggest complaints I receive are low payout percentages on products outside of Info products... these are the same people that don't know about Regnow.

Once you've been approved, click on the third tab from the left named 'Sales Links'.

You are only looking for the Trial Download links. I'm going to copy the link for the DVD to Zune Video Suite. I recently purchased a Zune myself and was looking for this very solution when I found this product

on Google.

If I'm interested in it, others will be as well. Keep that in mind for yourself as well.

Now I'm going to paste that link into a new browser window and download the file that will automatically begin downloading.

I just downloaded the file to a folder I created on my desktop called 'Regnow'. You can download this anywhere you want, it really doesn't matter.

Since I like to test these applications before I proceed to build an article based presale around them, I will go ahead and install this application on my computer.

If you have a virus scan application, scan the file first.

If you regularly backup your PC, before installing the application would be a GREAT time to back it up.

You just never know how your PC will behave, it's better to err on the side of caution.

Once installed, just open it. Does the program work? Yes? Good, that's all that's important at this point.

So that's it for the section on picking your product. I'm now going to discuss what you do next and that's creating an 'article based presale' for this product and a simple way to become an expert on the product fast.

Let me ask you a question...

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Can you write? If you can, then you can complete this next step yourself. If you're a poor writer, then I suggest you visit <http://www.Guru.com> and hire a writer as this next step is critical.

What you will be doing is designing a problem that the software will solve and communicating that problem in a short article or video (or both).

This isn't as complicated as it may seem and I will use the DVD to Zune Video Suite as an example.

What are some problems I \*think\* those looking for this software have?

The name of the software gives it away...

The problem my prospect faces is that they need to get their DVD's from the DVD disc to their new Microsoft Zune. That may sound obvious (and it is), but it **MUST** be said.

What if the software title isn't descriptive?

You will open the software application (remember we just installed it), visit the 'About us' section under the help file (99% of all software applications has this) and visit the product page on the companies website.

All software product pages will list the features and a few of the savvy ones will list the benefits. If the benefits are listed, then you have the fodder needed to write your article page. If the benefits are not

listed, simply submit a support ticket to their support department with the following question:

What problem does your (software title) product solve?

That may look silly, but you will be surprised at what software companies wanting to make a sale will tell you. If they are not helpful, then this may be an indication that you should not promote their product. If they are not willing to help, it makes me wonder how good their 'after purchase' customer support will be.

By now, you should have an idea of what to write about.

Begin with a headline that presents the problem.

An example:

Would you like to watch DVD's on your new Zune?

That's simple, straightforward, and to the point. I prefer phrasing my article headlines in the form of a question. I can't think of one instance where I didn't do that.

If this headline resonates with the prospect, then they will continue reading.

Next, I will make a bold statement.

If you are like me and have been searching for a way to quickly and easily transfer your DVD's to your new Zune, then listen up because I've tried them all and have finally found one I like best and you should know about it right now.

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I then create a story (if you can tell the story from a real experience, all the better). But for now, concoct a story that tells how you were looking for a solution to your problem. Keep it at 2-3 paragraphs.

Once you've told your story, present the solution.

It will look something like this:

Your time is valuable and you could either buy every DVD to Zune product and try each one for yourself (and spend a small fortune in the process) or you can take my advice and use DVD to Zune Video Suite.

To make it easy for you, I've arranged for a free trial so you can determine for yourself quickly if this software is right for you.

Click here to download the application now

You may want to put a disclaimer beneath the download link stating that the file has been certified virus free.

I have never done that, nor tested it, so I have no idea if that will improve response. I just thought of it as I'm writing this newsletter.

Now that your article based presale has been written, you will need to register a domain and obtain a host that will allow you to host this presales page.

I use <http://www.yourcheapdomains.com> as my domain registrar and <http://www.hostmysite.com> as my low

cost and reliable host.

When registering your domain, make it memorable. In our example, something like [convertyourdvdtozune.com](http://convertyourdvdtozune.com) would work. We will be using pay per click to drive traffic to this domain, so we want to ensure the name alone allows people to understand what the site is about.

The Foundation plan at Host My Site is only \$8.95 per month at the time of this writing and even includes a free domain registration. That's a good deal.

Once you register for your hosting account, you will be provided the details of your account. Included within these hosting details is your DNS information. Update your domain record with this new DNS information. This is necessary for the domain to resolve properly with your host.

At this point, you will need FTP software as well as an html editor.

I use Cute FTP and Dreamweaver. There are free tools available. Just type in 'ftp software' and 'html editor' into your favorite browser. You will find plenty of free solutions.

Open Dreamweaver (or another html editor) to a blank page. Create a 700 pixel wide table with a border. Center it. Copy and paste your article into this table. Change the font to Arial and the font size of the headline to somewhere between 24 and 36. The font size of the body text will be between 12 and 16... your preference.

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Save this newly created file as index.htm and then upload it to your host. Make sure you are uploading this to your domain root, this way it will resolve to this presales page when someone types in your domain name.

Type in your domain name to verify it resolves. If it did, move on. If it didn't, please contact your hosting provider and ask them to look into the problem.

We've just completed the second major step in this process.

So far, we've picked a product and created a strong presales page. It's time to begin the promotion on the site.

But before I jump into that, I would like to tell you about a technique that I don't always use because it takes time to do, but it does increase response.

That technique is giving an additional bonus to those that purchase the product. Usually, that bonus will consist of some type of product support or tips and tricks that would otherwise take them a while to figure out on their own.

All you have to do on the presales page is add one extra paragraph just prior to the call to action that says something along these lines (obviously, adjust to your own product promotion).

Before you download the DVD to Zune Video Suite, I wanted give you something that took me a week to discover. If you download the DVD to Zune Video Suite right now and order

it, I will send you a 12 minute online video that will (benefit). Once you order and receive your receipt, please forward that receipt to (email address) and I will forward a link to this special video to you ASAP.

The downside of this technique is that you will need to know something that isn't obvious about the product and be willing to create a screen capture video about it.

Onward to the promotional strategies...

Since I am laying out a very specific blueprint for you and because I want you to succeed as quickly as possible, I'm going to focus on one promotional medium, and that's Google Adwords.

If you've never heard of Adwords, then chances are this newsletter is far too advanced for you. If you've heard of Adwords but are new to it, a great resource to learn the system is Adwords themselves.

<https://adwords.google.com/select/library/index.html>

First, signup for an Adwords account:

<http://adwords.google.com/select/Login>

(Click 'Click to Start')

Once you've completed the signup process, we are going to jump on over to the research portion.

In Adwords, we will be focusing on 3 promotional types... Keyword Targeted Search, Keyword Targeted Content, and Site Targeting.

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We need keywords and banners before we can begin.

For keywords, I will use Adwords Accelerator. This is not necessary if you are starting out. Google has a great keyword tool built into Adwords which we will be going over shortly.

For banners, if you can create your own, great. If not, <http://www.joebanner.com/> does a nice job. I will be laying out some guidelines for the banners shortly.

Back to keyword research...

The title of the software product should give you a clue about what keywords to focus on. For my example, I will use the keywords 'DVD to Zune', 'Zune', and 'Microsoft Zune' as my starting points.

I like using Adwords Accelerator because my core strategy in Adwords is keeping my Campaign and Ad Groups very tight. By that, I mean that my campaign will be a theme and each ad group within that theme will often-times focus on 1, but no more than 8 keywords. Adwords Accelerator set's this up for me and saves me a heap of time in the keyword research process.

But like I said, you can use Google's tool at <https://adwords.google.com/select/KeywordTool> and get a list of words to work from. You will need to group these keywords, which can be time consuming.

Now that keyword research is done, let's focus on getting those banners

created for the site targeting side of Adwords.

The banner sizes I concentrate on are 336x280, 720x90, and 468x60.

I like a white background, no border, and black text only in the design. The text will be call benefit driven call to action such as:

Convert your DVD's and play them on your Zune in 5 minutes and 22 seconds from now.

If you are using Joe Banner, you can have those alternate different messages, such as 'Click Me', and 'Special Bonus'..... Or even another complete benefit driven message.

Now that both the keywords and banners are done, it's time to enter in your campaign.

I have to make another point here. We will be setting up the exact same campaign for both Keyword Search and Keyword Content. I like to keep them separated as the quality of the traffic as well as the bid amounts is different.

First, create your campaign. Call it 'DVD to Zune Video Suite'. Next, create your first ad group. I like to keep this at one keyword and include the broad, exact, and phrase match variations. For example, I will just have:

DVD to Zune  
"DVD to Zune"  
[DVD to Zune]

I will create 2 ads (you always want to test your ads).

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My ads will look like this:

DVD to Zune Review

I found the best DVD to  
Zune software suite. Review.

Domain

I repeat for all ad groups. Since I am focusing on the Search network only, make sure you turn off content network in this campaign. Do this by editing the campaign settings and unchecking content network.

Repeat this same process for the content network (same campaign and ad groups), but this time, uncheck search network.

I keep my daily budget at \$500 and my max bid around \$.30.

We've successfully completed 2 parts of this promotional system.

Now, it's time for site search.

Click on Site Targeted from the main Adwords page. Enter all of the required information. Choose the countries you wish to focus on. I only focus on the United States, Australia, Canada, and the United Kingdom.

Under create an ad, choose 'Image Ad'.

Verify the image and click 'continue'.

This is where it gets good. I like to focus on demographics first and 'describe topics' second. The demographics will allow me to choose by age group, male/female, income, ethnicity, and children. Based on the

software product you chose, chances are you can easily determine what demographics to focus on.

I like the describe topics, as this will return sites using AdSense that allow for advertising. Imagine placing your banner on a competitor's site and 'borrowing' their hard earned traffic? You can with this.

My daily budget is set at \$500 and I set my CPM at \$2.00 for starters. Site targeting charges you on an impression per 1000 basis as opposed to a 'per click' like the search and content network.

Now I sit back and relax. I will check on my campaigns and make any adjustments I feel are necessary the following day.

That's it! I hope you enjoyed this first issue of the IMX Files. If you follow this plan as described, you are destined to make money.

Take care,

Keith Baxter

**Need A Couple Grand This Week?**

**Think you got some badass techniques we don't know about yet?**

Send your tips into us. If you're right, you may just get featured in the IMXFiles Newsletter. Let's face it, it doesn't get much better than that.

Send submissions to:  
**something@imxfiles.com**

## July 2007 IMXFile From John Hostler

Whether you've hit one of those **little life roadblocks** where you need to come up with a couple grand to save your ass... Or if you just feel like you want a good chunk of fun money, this proven plan of attack can do wonders for your bank account.

And when I say, "**proven**", I mean, as in I have gone and done it myself. In fact, just this past January, I followed this strategy to the tune of **\$7000** (gross). Yep, more money than most people make a month at their jobs, using just one technique.

See below for proof:

from Jan. 1, 2007 to Jan. 31, 2007 for [REDACTED]

Date	Type	To/From	Name/Email	Status	Details	Action	Gross	Fee	Net Amount
Jan. 26, 2007	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$1,500.00 USD	-\$43.80 USD	\$1,456.20 USD
Jan. 5, 2007	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$1,000.00 USD	-\$29.30 USD	\$970.70 USD
Jan. 3, 2007	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$1,000.00 USD	-\$29.30 USD	\$970.70 USD

from Jan. 26, 2007 to Jan. 27, 2007 for [REDACTED]

Date	Type	To/From	Name/Email	Status	Details	Action	Gross	Fee	Net Amount
Jan. 26, 2007	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$3,500.00 USD	-\$101.80 USD	\$3,398.20 USD

So, these screenshots that you see above are actually **payments from two people** that purchased Internet businesses from me.

One asked to break it up into 3 payments, which since that was my first time giving this a run... I thought, "Sure thing." And the other just paid me in full.

I said I sold 2 businesses... You might be thinking to yourself, "Crap John, that sounds like an awful lot of work to me."

Listen, I'm not gonna candy coat this for you. Yeah. You'll need to do some hustling to make this happen. No doubt about it.

But look at the results. \$7000 gross. **\$6795.80 net** in one month. Could you use that kind of extra cash this month, next month, or **whenever you feel like it?**

If so, then get ready to bust some ass, 'cuz I'm giving you the inside scoop right now.

**Requirements:**

<b>Cost</b>	\$28.88 Cash, unless you do some outsourcing in which case it could be a couple hundred up front.
<b>Skills</b>	Good copywriting abilities or an outsourced copy-writer (a quality writer).
<b>Resources</b>	A product to sell plus access to 1 free Internet marketing forum.

### **The Technique - PLR/Domain Flip Hybrid:**

This technique is based on the fact that people are... generally speaking... super lazy, and will pay you good damn money to do the hard work for them. This is the exact reason that PLR products, no matter what you personally think of them, do so damn well online.

Business in a box... turnkey solution... whatever you want to call it, people dig it, because they don't have to do the hard part.

So the reason I call this a **PLR/Domain Flip Hybrid** is because you will be flipping a domain, and because you will be selling rights to a product you create as if you were selling PLR, except you're only doing it for ONE person.

The net result is a product that is a ready to go business with a built in high perceived value.

And when done right... can grab you thousands in mere minutes or hours from the time you list it for sale.

So... onto the nitty gritty my friend...

### **The Process:**

**Step #1** - Create a quality digital downloadable product, which you would want to buy for yourself.

Now, I'm assuming here that you have a handle on this aspect.

In fact, you may have some products you have already created just collecting dust on your hard drives. If so, that makes this a much simpler proposition.

If you have no product already created, and have no frickin clue how or what to create, then we're gonna add a little time into the earning curve,

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**but you CAN still do this.**

If you've got something done, something you know in your gut has merit... has value... and is something you would buy, then zip on down to Step #2.

But if you don't have something created, and don't have any idea where to start, then get on [www.EzineArticles.com](http://www.EzineArticles.com) and type in "Product Creation" into the search field.

This will bring up hundreds upon hundreds of articles which you can browse for free, that will give you some **effective brainstorming strategies** to come up with your own product.

Also, consider a search for source code programs which give you license to utilize ebook and or software/script code in any way that you see fit.

Nothing wrong with this last route, but make sure the source code site is reliable, and make sure you have a plan to trick out whichever source products you plan to make your own. If you're still stuck, there is a video course on Product Creation at [www.infoprodcreation.com](http://www.infoprodcreation.com) that I felt to be quite good. It's not free (\$50), but if your brain is just tapped out on this, then you'll welcome the no fluff videos in this course.

Finally, when deciding whether or not something is good enough, always ask yourself if the product you're creating is something you would pay good money for, and be happy with.

If it doesn't feel good to you, then it won't feel good to anybody.

**Step #2** - Buy domain name.

Pick out a cool and relevant domain name for your product and buy it. I recommend [www.NameCheap.com](http://www.NameCheap.com) because they are \$8.88 per year, and unlike GoDaddy, the person you end up selling your business to does not have to have a GoDaddy account to accept the domain name (when you transfer it).

If you're struggling for ideas here, try this free resource -

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

Essentially, you start typing into the main field on the top of the page, and it tells you if the .com, .net, or .org is available as you type in every letter. Hard to describe... you just gotta try it.

However, if the domain name you ultimately come up with is taken, you can click the "Suggestions" link which will then shoot you over to a page of suggested alternatives for you.

**Step #3** - Set up your new domain on your hosting account immediately.

You never know if the domain name you buy gets type in traffic or anything of the sort, and if it does, you can use that to increase the price of your business for sale.

So... **as soon as you have the name**, get it live.

**Step #4** - Write sales page and download page.

Remember I mentioned that you needed to be good at copy? This part is **crucial**. If you cannot write solid

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copy, then you better consider hiring someone out for this.

Sure that will cut into profits, but a better page makes this more valuable in the end.

Regardless of whether you do this yourself or hire it out... or even pay someone to do the rough and finish it yourself, you want a full, badass sales page that you would use for yourself and would put your name to. Period.

And remember that this sales page that you are creating will be the sales page that pitches the product you just created.

Also, be sure to create a nice thank you page/download page. You're appealing to people's laziness and the more turnkey you get with this package, the more people will pay.

Also note that you should supply graphics. If you cannot do this yourself, and do it well, then you can get a quality minisite with PSD's often for less than \$100.

If you have no clue where to find a good designer then check this site out

[www.minisitewars.com/competition.htm](http://www.minisitewars.com/competition.htm)  
1 and you'll get a peek at pretty much every mini site designer in our industry.

**Step #5** - Upload the sales page, the thank you/download page, and the product(s) you created to your server.

**Step #6** - Get feedback from friends or people you trust, to ensure it is as well received as you think it will be.

If it's not up to snuff it is **better to tweak now** than after you have listed it for sale.

**Step #7** - List this complete "Online Business For Sale" on the Warrior Forum in their WSO (Warrior Special Offer) section.

If you do not already have an account there then you can register at [www.WarriorForum.com](http://www.WarriorForum.com) for free. You should have at least 10-15 posts there before running a WSO, but don't do BS posts... just 10-15 quality responses or questions for the forum.

Now, once you're ready for the WSO listing, you will need to do up some more copy. But this time, you're selling the business you just busted ass creating.

While I'm not going to describe the copy in detail, here are **4 key points** to make in your pitch to the forum:

Complete business in which the lucky new owner simply adds payment links and goes off to profit.

The copywriting alone is worth \$XXXX... you name the number, but good copy is not cheap and this is something the marketers that would be interested in this type of offer already know... so play to that.

You've done the hard work for them... remember to play to their love of lazy and easy. These are critical points.

That they can sell it as is, or that they can sell PLR to it. This is also key because I know of at least

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3 players on that forum that just scoop up sites so they can pimp out PLR on them.

**Step #7** - Answer questions.

People will email you and PM you questions about the site. Be ready to answer them promptly. You have no idea which of these folks is going to be your client.

**Step #8** - Sell site and collect cash.

Now, the value you place on this business you created and sold is up to you and I can't tell you what to price it at.

Consider this though... People pay \$497 and sometimes more for PLR rights to products that a couple hundred other people will get too. You're offering an original that is as plug and play as possible.

\$1000-\$1500-\$2000 on your first one if you produced quality products backed by top flight copy is definitely within reason.

If you opt to do it again, people will remember you, and you can begin stair stepping the price.

**Step #9** - Transfer domain and files.

Once you have received a successful payment then transfer the domain name and the files you created to the happy new owner.

**Epilogue:**

Now, before I close, if you have some time, don't need the cash immediately, and want to increase the value of your offer even more, then **here's a couple other tips:**

Do a PPC campaign and get some solid conversion numbers which you can prove by screenshot. If these numbers are good or better than good, you can ask a premium because they buyer is nearly assured profit from day 1.

Sell the product you created to your list if you have one. This generates cash that you'd otherwise leave on the table, and allows you to speak to how many units you sold (in your WSO copy) once you do sell the business.

Add a squeeze page and an email series. These are pretty quick to create if you're a decent copywriter and will dramatically boost the perceived value of the business and allows you to speak to that easy lazy factor even more.

**In Closing:**

As I mentioned a couple times this is not the easiest way you'll make a couple grand, but it's based on sound and proven principles and is probably about as close to a sure thing as you can get.

Now, some might wonder why you'd go to the heartache of creating this product and then just selling it off without launching and all that happy hoo ha.

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Because 95% of those people will never even get that far, will fail, or will have miserable launches. Not trying to be a jag, it's just the reality.

So, this is an **opportunity to get paid for those efforts**, which frankly is much better than going through all of this, making 1 or 2 sales at \$49 or \$97 (if any) and then shelving the product.

Also, if you have old products and sales pages that are just collecting dust you can pull them out and clean 'em up, and make some money off of them.

**And one more thing...** Once you get the hang of this... or if you're already good with outsourcing, you could turn this into a business in and of itself.

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**And one more thing...** Once you get the hang of this... or if you're already good with outsourcing, you could turn this into a business in and of itself.

Hire out the copywriter, graphic designer, and product creation team at fixed costs, and then flip the business upon completion for a hefty profit **without ANY of the work** as

often as you can get those folks to bust out these packages.

Hope you enjoyed this cash now strategy and I wish you the best of luck with it. I'll be watching the WSO forum for "online business for sale" posts ;)

John Hostler

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### **The Four Hour Work Week**

When I got into this Internet marketing gig, I had two ideals in mind.

First, was to have a staff of people following me around - I said, "Do this" and they did it.

This was long before "outsourcing" was known to me - and it was the first thing I ever shared with my wife that she laughed out loud at.

Yes, it pissed me off. But I got over it (and now it's my turn to laugh).

Second was to work four, six-hour days per week - 24 hours per week.

You'll notice no mention of money here - that was never the big goal of being an Internet marketer for me; It was freedom and the opportunity to explore wild ideas. Money is a side-effect of doing what I love doing and doing it well.

If you haven't read the Four Hour Work Week, read it. It's a book

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that sits there with other classics like Rich Dad, Poor Dad and the Emyth as "essential".

You can check out an interview with Yanik Silver and author Timothy Ferriss at:

<http://imxfiles.com/4hww>

In this call (and his book) Ferriss talks about D-E-A-L

**D - Define** [ What do you want? What's the vision?]

**E - Eliminate** [ Get rid of what you don't want, don't need. ]

**A - Automate** [ Automate your life, your business. ]

**L - Liberate** [ Turn over systems to others and enjoy your freedom ]

The key to this "DEAL" is defining, in specific terms, what you want. This is a secret preached time and again for ages - but do you know what you want, right now?

If you don't know what you want, then you get what you get - which is often what you don't want because what you don't want is what you think about when you don't have what you want to think about.

Well, maybe not you - but if not you, you're an exception.

Before you start implementing the strategies and tactics outlined in this, or any other information product - first get clear on what YOU want.

With that clarity in mind - how much money (which should be broken into

more specifics because money is ONLY one of many means for getting what you want).

How much time you want to work?

Who you want to work with?

What kind of work you want to do?

How much time you want for play?

Where, when and with whom you want to play with?

when you get that clarity, and only when you have that clarity, will things begin to happen EFFORTLESSLY for you.

**Has The 4 Hour Work Week helped you in your life or business?**

**We want to hear about it!**

**[something@imxfiles.com](mailto:something@imxfiles.com)**

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## Ebay!

Hello there,

One of the things I used to do for a living before I became a full-time Internet Marketer was sell stuff on eBay. But it's not what you might think.

I didn't mess with any drop shippers or fight with the all the Saturday morning garage sale shoppers (although that CAN be very profitable).

I learned quickly that there was a much more profitable way of doing things. You see, there's a gap between what people think things are worth, and what they're actually worth. With some things there's a bigger gap than others.

When this gap exists, you have a chance to make a profit, and sometimes a very handsome profit.

This gap presents a perfect opportunity for someone to buy low, and sell high.

Well, like I was saying, there are some things that have a large gap then others. The one I discovered that allowed me to make a full-time income for almost two years was collectibles.

The great thing about collectibles is that some people don't know they're collectible while other people fiend for these same items and trip all over themselves to buy them at a premium.

The other great thing about collectibles is that you can turn a REALLY quick profit with them if you know what you're doing.

I discovered my collectible of choice one day when I bid on an estate sale on eBay that had all sorts of collectible junk in it.

I sold all the baseball cards, stamps, antiques, etc. But the thing that really stuck out for me was how much the coins sold for.

I didn't realize that collectible coins would sell for that much. Then I realized that there are probably also a lot of other people out there who don't know how much coins are worth.

So I promptly put an ad out in the local ad sheet to see if anyone wanted to sell their coins.

I got a HUGE response, and after some trial and error, proceeded to make very good money buying and selling coin collections on eBay.

I was selling collections for anywhere from a couple hundred dollars to five figure mega collections.

Usually I got to pocket between 30%-40% as profit.

In a second I'm going to tell you exactly how you can do this starting from scratch and quickly make some serious money. But first I want to make sure you understand that you don't have to do this with coins.

You can profit with this method us-

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ing ANY collectible where there's a gap between what people think its worth, and what it's actually worth.

We're talking' Cards, Stamps, Pez dispensers, Glassware, pottery, antiques, lighter, flatware, etc.

So keep that in mind as you read through the simple action plan I outline below.

### **1. Decide on a collectible and read up on it.**

Ok, first you have to decide on a collectible you want to deal with. This can be anything, and preferably something you want to work with.

Let's use Baseball Cards for this example.

Ok, the first thing you want to do is go pick up a price guide that you can learn the general prices of baseball cards from.

Usually you should take a lot of time and get really familiar with the going rates for the cards that are worth anything. This is important for when you're negotiating the deal. In this case though, you need to make money FAST, so in a second I'll outline a way to bypass this step.

On thing you want to do before jumping into this whole thing is to make sure the item is selling for anything currently. Price guide can say something is selling for \$50, but if nobody is buying it, you'll have a problem.

So what you need to do is go to eBay and sign up for an account if you don't already have one. Then search for the item you're researching, but only search for completed auctions.

When you look at completed auctions you can see what real people have actually paid for the item, and how recently they did so.

This is really important, and a key step determining whether or not a collectible is worth pursuing.

### **2. Place ads**

Ok, once you've decided on the collectible and have learned something about it, you should go ahead and put an ad out in the local ad sheet. In my area I have the Greensheet, and the Thrifty Nickel.

These ad sheets are cheaper and the actually performed better for me than the newspaper.

Of course, now that Cragstlist is so prominent, I would use it as well. It might even be a good idea to try it first to see if the market is biting before you spend any money on ads.

Here's an example ad I would use for baseball cards:

"Cash Paid For Baseball Cards  
No Collection Too Small. Best  
Prices Paid. Call Or Email  
For A Free Appraisal"

I used variations of this ad for coin collections, and it worked very

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well.

After you place the ad, depending on the collectible you choose, you'll get

anywhere from just a few responses to tons of calls and emails.

Now it's time to negotiate! :)

### 3. Negotiate

Ok, this is probably the most important part of this process. This is where you take advantage of that gap we were talking about.

If I determined that someone had a collection worth buying, I would typically meet up with them in person at a socially populated place.

But the reason why I would meet up in person is because I knew the collectible very well, and I could quote a coins' price off the top of my head. I would usually have cash in hand and talk them down really low, and walk away with a collection bought at a rock bottom price.

A word of warning here: I don't recommend that you do this, and if you do, be VERY careful and only do these transactions in highly visible places with a lot of people around.

Ok, well this method is great if you know the collectible like the back of your hand, but what if you don't?

What do you do if you don't know much at all about the collectibles, and people are calling to sell you their collections?

Well, there are 2 options here.

The **first** way is to talk with them on the phone, (or through email) and figure out what they have, and determine it's value on eBay.

Now, when you determine the value things on eBay, search for the item in "completed listings" and find the one that sold for the lowest price. You want to pay just a little lower than that. This way you know you'll do alright when you resell. Most times you'll get a really good price on the item, but you always want to prepare for the worst-case scenario.

Once you've come up with a very conservative price for what you're willing to pay, tell the seller something like this:

"Based on what these items are currently selling for on the market, the best I can offer you is \_\_\_\_ if it's going to make any sense for me."

Usually they're ok with the price and you can proceed to meet them in person and complete the deal.

The second way is to meet them in person. Sometimes this is the only way you can do it, because the seller wants to see how you're evaluating the merchandise.

When you meet them in person and you don't know anything about the prices of the collectible, you'll have to have an internet connection. You can either bring your laptop and for to a place with wireless, or go to a library.

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When you meet the person there, explain this to them:

"I usually like to buy things at about 70% of what I can sell them for. That way it makes sense for me. And the best price guide out there is eBay because you can see what people are actually paying for things in real time."

I haven't had one person disagree with this, and usually they're happy to look through eBay and add up prices.

So, you sit down with them and add up the lower prices, explaining that it's hard to tell what things will sell for, so you want to go with the worst case scenario.

Then you simply proceed to work your negotiating magic and get a great deal!

Ok, so in either case you now have a collection of valuable collectibles that you bought for dirt cheap.

On to eBay!

#### **4. Sell the collection on eBay**

I'm not going to give a long, in-depth tutorial on the basics of eBay here. There's plenty of material out there, and it's really pretty easy to get started.

One word of advice if you're just getting started though.. Make sure you have at least 10-15 feedback before you sell anything valuable.

I've found while opening multiple accounts that you'll lose a lot of money if you don't have at least this much feedback.

You can gain this feedback by buying simple little things, or book, etc.

There are some key points to consider when selling these collectibles to get the best price possible.

1. Take EXCELLENT pictures, and ALWAYS use the "gallery" option.

2. Provide extremely detailed descriptions of the merchandise. Every nick, scratch, etc. Provide your contact details in the auction.

3. Start the auction so that it'll end at a time that people will be at home, checking eBay. There are different theories on this, but Sunday evening always worked the best for me.

4. Use the "Featured Listing" option to highlight your collection if you have enough profit in it. This listing upgrade costs around \$20 so use it wisely. But keep in mind; it can really boost the ending price for big collections.

5. Always ship the item AS SOON AS YOU RECEIVE PAYMENT. This is the quickest way to get stellar feedback, and good feedback is an excellent way to boost your sales.

And that's pretty much it. Whenever I used to need an extra boost of cash, I always did this, and sometimes I would make an extra \$2000-\$4000 a week.

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So, now you can use this guide to accomplish the same results for yourself!

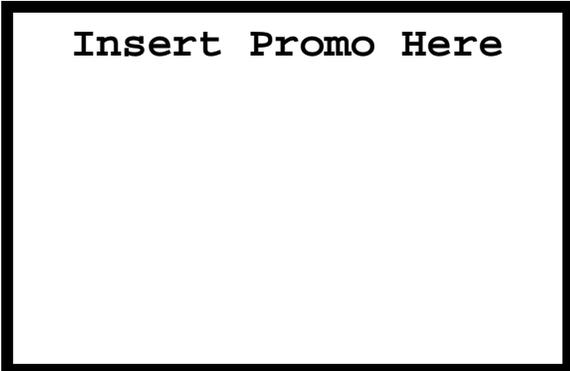
Before I end, here are some bonus ways to find really cheap collections:

1. Give your local postal worker your contact info, and have them contact you if they know anyone that has a coin collection (or any other collectible) to sell. You would be surprised how many people these workers know, and most likely they'll be able to hook you up.

2. If you ever get out garage sale surfing, always ask the host if they "know anyone who has a \_\_\_\_ collection they want to sell." You would be surprised how many collections I've picked up this way.

3. Get to know a lot of estate sale liquidators in your area. They might hook you up with the collectible you're looking for before the big estate sale opens. Even if you can't get this, they often have good contacts and are good people to know.

I hope this is of value to you, and if you have any questions, feel free to email me at [Jor-danLH@PromoCodeSecrets.com](mailto:Jor-danLH@PromoCodeSecrets.com)



## **StumbleUpon: Five Strategies to Get a Ton of Traffic**

**By Dr. Mike Woo-Ming**

I know many of you are very familiar with StumbleUpon - but I don't think there are many who know how to use it effectively. You can definitely get a lot of traffic, reports have seen some sites get over 2,000 uniques a day overnight. That is really impressive for a free application.

You just know how to use it correctly. This article shows you how.

Ready? Let's go!

StumbleUpon.com is a social bookmarking toolbar application that allows users to recommend sites that you basically "stumble upon" - You just click the "Stumble!" button on the toolbar to visit a new site, and can rate each site with "thumbs up" or "thumbs down" buttons, and even post your own reviews.

You can rate websites, videos, your own articles, and photos. StumbleUpon will then show you sites based on ratings of previous pages, his or her friends, and users of similar interests.

The toolbar works with both Internet Explorer and Firefox. Once that is done all you have to do is create a free account. Once your toolbar is downloaded, there will be a button that will allow you to "Stumble" on sites based on your previously selected preferences. Now what most people have been doing is recommending their own sites and giving them a "big thumbs up". However follow

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these tips accordingly to get the most use out of StumbleUpon.

There are over 2 million StumbleUpon users which is really good for such a young site. It just got acquired by eBay for 75 million dollars, so you know these numbers are just going to escalate in the future.

It's recommendation system allows you to discover sites based upon "word of mouth" -the idea is that it will show you sites based upon the personal preferences of like-minded surfers - this is a very important aspect at getting traffic to your own site. A record of your "stumbled upon" sites can be found in your generated StumbleUpon blog.

So here are five strategies to become more successful with StumbleUpon:

### **StumbleUpon Strategy #1: Create One Theme/Category per StumbleUpon Account**

You should have one account per major topic: e.g. one for health, one for small business, etc. I would even go so far as selecting one single sub-topic per account if it's big enough: internet marketing vs. small business, etc. There are categories that you can pre-select using StumbleUpon, this is important for the type of markets you want to get into. You'll need a new email address for each new account.

### **StumbleUpon Strategy #2: Choose Your Friends Wisely**

StumbleUpon is similar to MySpace because you can create your own so-

cial bookmarking page.. One thing is that stumble upon will allow you to choose friends with similar interests. The first thing you want to do is add friends who are interested in the market you want to get traffic to (Makes sense, right!).

So if you want to get traffic to your knitting site, only select friends who are interested in knitting, (StumbleUpon will allow you to select categories or just search for that specific topic) and then recommend they StumbleUpon that site. Another hot tip: There are StumbleUpon groups available you can join with similar interests - you can get almost instant traffic that way if you join a popular group.

The more friends you have, the more traffic you can get - however the more friends you have that are interested in your topic specifically, the more targeted traffic you will get (That is the name of the game).

### **StumbleUpon Strategy #3: Model Your Landing Page to Already Popular StumbleUpon sites.**

If you look on a person's favorite website list you can see what people have recommended in the past. Use that to your advantage. You won't see a lot of squeeze pages and one page salesletters. Model your website on what they've liked in the past.

One supertip that's gotten me a list built quick - You can create a page that has video (Stumbleupon users like video), and you can create a teaser video on your site, and call that "Part 1" - If you'd like to see Part 2, just enter your name and

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email address. Actually what you're doing is just breaking up your video, showing the first 5-10 minutes, and for the rest you can tell people put in their contact information to see the rest. Voila!- you are building a targeted list for free.

#### **StumbleUpon Strategy #4: Your Title is Everything.**

Just like a headline of an article, your title of your website attracts attention. It should contain your keywords and be compelling. Your best bet: See what sites your "friends" are recommending, and clone accordingly.

#### **StumbleUpon Strategy #5: Monetize with CPA offers and List Building.**

So what's the bottom line how can you make money with StumbleUpon? Here's the honest truth: Most people who use Stumbledupon are bored (a lot of college students and probably stay at home moms). It's going to be very difficult (at least initially to sell them a \$100 DVD course, or even a \$25 eBook). That's why I love listbuilding. I've had my greatest success is sending them a CPA offer, surrounded by good content. You'll see a lot of AdSense content sites as well but the best bang for your buck is CPA.

What I've done is find CPA offers, and then write a really good article that leads them into taking action with that CPA offer. Examples of good articles are "lists" - "5 Reasons Why the iPhone is Overated" or "10 Ways to Lose 8 Pound by next Week" - again a catchy title will

get your site noticed. Tie it around a good CPA offer and you've got instant cash. Limit the amount of links - so that the only action they take is where you get paid.

#### About StumbleUpon Advertising and Exchange Programs

Besides stumbling on your own sites, you can artificially increase traffic to your site.

You can actually advertise your website with StumbleUpon at <http://www.StumbleUpon.com/ads/> Right now the pricing is at 5 cents per targeted visit. Their advertising model is a bit different then most out there: Your website gets an increase weight (the likelihood that your site will be stumbled upon) than someone who is submitting for free.

It does take a while to get a campaign to work-it can take up to a week for you to get approved. eBay just bought them so things are running slowly. It takes almost a week to get started.

There are unsanctioned StumbleUpon exchange programs out there that you can participate for free. One is called <http://www.stumbleexchange.com/> and another one is at <http://linkyme.com/fast-stumbles/>.

These are free sites (for now) and are sponsored by donations. The basic premise, is if you stumble their site, they will stumble yours, similar to reciprocal link exchanges. It's not targeted, but you can definitely get traffic and it may be worth your time to get the ball rolling.

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## Counter Intelligence Tactics by .X.

You're not spending any money but it works. A blackhat type paid site is <http://www.subvertandprofit.com> - a crowdsourcing site that hires teams to stumble your site for you.

### Bottom Line:

Getting traffic using StumbleUpon can be incredible if you know what you are doing. The key is creating single action sites and finding friends to target that traffic to. Create good content and emulate already StumbleUpon sites. It doesn't take a lot of time and this stuff can definitely be outsourced; the key to success with StumbleUpon is to build a site that people WANT to "stumble" upon.

Good luck!

**Your Advertisement  
Could Be  
HERE!**

**Contact us at:  
something@imxfiles.com  
For Pricing**

If you're a pay per click marketer, you have to be aware of the new "spy tools" -

- Undercover Profits
- Google Cash Detective
- AdSpyPro, etc.

In a nutshell, these programs monitor paid search listings over a period of time - if you're ad shows up every day, the software points this out to the user who can assume your campaign must be profitable or you wouldn't keep running it.

The affiliate marketer using this software then moves in on your profitable turf.

Should you run for cover like a scared little chicken?

No - turn the tables on these "intelligence" tools and employ the following "counter intelligence" tactics.

1. Use Multiple Domains in Your Ads and Rotate Them

This includes your display URL AND your destination URL. These software tools are looking for the same URLs to be running consistently - if it doesn't see them, you beat the system.

2. Use Multiple Affiliate Accounts

It's now super simple for someone to find one profitable affiliate cam-

paign, then dig up everything else you're promoting. Don't promote more than 2-3 products on the same account - especially if it's profitable.

### 3. Use Invisible Popups / Embedded Links Instead of Direct Affiliate Links

These software programs recognize affiliate links - they don't recognize encrypted garble.

### 4. If You Sell Your Own Product, Promote It as an Affiliate - Let Someone Else Foot the PPC Bill

This idea courtesy of Rob Fighter - a good way to pick up sophisticated affiliate's on the sly.