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Message From The Author

I've been building and running business ventures for over 30 years. In 1994, I built my first commercial website and, over the next decade, I applied all my experience and skills from the offline business world to the Internet.

I'm now a professional Internet marketer running my online business from the comfort of my home in Osaka, Japan, and all my income comes from the Internet. In 2006, I started teaching others how to use the Internet to generate a good income from the comfort of their own home. My effective teaching skills have helped many get a good start with their own online businesses.

I'm well known for my detailed, step-by-step method of instruction and effective teaching skills – which have even prompted invitations from Internet marketing's number one online forum (The Warrior Forum) to hold a number of workshops on their forum. I've been hailed as a creator of high-quality info products, a superior step-by-step teacher, and an innovative marketer who definitely thinks outside the box.

I'm also a strong believer in profiting from systems that ensure consistency and consistent incomes. In my guides – such as the Clockwork Recipes – I provide step-by-step directions to building your own money-making systems.
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Contents

**Pre-Flight:**
Introduction To The World Of Making Money Online 5

**Systems Check:**
Busting The Myths & Confirming The Truths About Making Money Online 6

**Flight Plan:**
The Steps To Follow For Making Money Online The Easy Way 13

**Take Off:**
Putting Your Plan Into Action & Making Money Now 26

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Pre-Flight: Introduction To The World Of Making Money Online

If you're new to the world of Internet marketing and the whole idea of making money online (apparently from thin air while you sit at your computer in the comfort of your own home) it might as well be rocket science. It's confusing. There's a lot of unknown terminology. And if you go to an Internet marketing forum – or look at too many sales pages offering programs for making money online – you can be totally overwhelmed by all the conflicting information.

In this guide, I'm going to show you that it really isn't rocket science. I'll go over the myths and rumours you'll be subjected to online, and show you which ones are true and which ones are busted. Then, you'll get all the information you need to get started with the one online business model that requires the very least in time, money, or skills. I'll show you how to make a good living off the Internet – the easy way.

The most important thing to do if you want to make money online, is to sit down and read this guide carefully. Then, you must put what you learn into action. The only way you will succeed is if you commit to an action plan and consistently apply yourself to your venture.

Do that ... and the sky can truly be the limit. Read on ...
With the high-profile Internet marketing “gurus” boasting of their million dollar days, shysters loading sales pages with enough hype and BS to fertilize a large field, and an endless gaggle of Internet marketing forum members fluctuating between, “I made $3523 yesterday from one small ad,” to, “Woe is me, I haven't made a single cent in my 3 years online,” it's difficult to get a true picture. What's real? What's BS? What will make you money? What will eat your time and money?

Just like Adam Savage and Jamie Hyneman on the TV program MythBusters, I'm going to analyze the different information you're going to be subjected to online, and bust the myths and confirm the truths. Let's make sure that you don't get misled – and waste time and money when you could be getting started making money now.
Myth Or Truth?

You must be a tech-savvy Internet expert to make money online.

If your Internet experience is limited to using e-mail and browsing websites, with the occasional stop at Amazon to buy some books, you may feel that you don't have the skills required to do business on the Internet. A decade ago, when the Internet was still in its developmental stage, this may have been true. Now, in the second decade of the 21st century, things have become much simpler – and the need for technical skills has been virtually eliminated.

With the easy-to-use click-and-implement software programs like WordPress, anybody can now build a site in about an hour. Simply by clicking and selecting from a few choices, even the most technically-challenged beginner can now build a simple money-making site (more on this in the next chapter).

The WordPress dashboard makes it easy to drag & drop (1) and quickly create a professional-looking website (2), even if you've never done anything technical.

Verdict:

MYTH BUSTED

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Myth Or Truth?
The fabled Internet lifestyle has you making money from your kitchen table while wearing your pajamas.

A popular book many years ago promoted the idea that using the Internet you could easily make money from your kitchen table. This dream lifestyle went on to start stories of Internet marketers lounging on tropical beaches, sipping Pina Coladas, and making riches on their laptops.

Is this truly possible? Although you may find it easier, and more effective, to set up a small desk or work area where you can build an Internet venture uninterrupted, you actually can make money from your kitchen table. All you need is a computer and an Internet connection. And, it doesn't have to be a fancy computer. Just a basic computer, with the ability to browse the Internet, is all you need for a simple online venture.

Verdict: FACT CONFIRMED
Myth Or Truth?
On the Internet you can become a millionaire overnight.

There have been some big name Internet marketers who have generated over $1 million in under 24 hours. This, of course, has fueled an insatiable desire for overnight wealth. And, this expectation of instant income is one of the most destructive mindsets holding many back from success – because it causes hopeful Internet marketers to keep jumping from one idea to another. When a method or program doesn't start making them money immediately, they start looking for something else – even though the path they were on would have paid off if only they had given it more time.

The important thing to remember if and when you do hear of one of these Internet marketers who struck it rich – and had a $1 million payday – is all the preparation that went into that day. There were years of building up relationships with other marketers – building up a base of partners and affiliates who all helped to create that $1 million day. There was all the work that went into building a good reputation and having a large number of ready customers, all waiting to pull out their credit cards and contribute to that $1 million day.

In fact, most people will never want to do all the work these big name Internet marketers have done. And, you don't have to to make a good income on the Internet (in the next chapter you'll see how you can make a good income for much less effort).

The most important thing to note is that becoming rich overnight is a dangerous pipe dream. Instead, you should plan on consistently working on your online money-making venture, slowly growing your income, and building up to a good monthly income over the coming months.

Verdict:  
MYTH BUSTED
Myth Or Truth:
Unlike a 9-5 job, making money online has no glass ceiling.

While the chances of getting rich overnight are close to zero, the opportunity to make money online is very good. And, because you can set up passive income streams (as you'll be shown in the next chapter), you can slowly but surely create more and more income streams. Even if some of these income streams are smaller, they'll all start adding up to a very good monthly income.

While in a job you trade time for money – and there's only so much time in each day – with the way I'm going to show you how to make money online you are not limited by time. You set up one income-generator once and then it needs very limited maintenance to keep generating a continual income. This is made possible by the automation the Internet provides.

The “secret” to making a good income online is to slowly and consistently build up one income stream after another. Do this and there is no ceiling.

Verdict: FACT CONFIRMED
Myth Or Truth:
The Internet lifestyle lets you pursue your dreams.

There are many hyped-up sales pages that portray Internet marketers living in big mansions, driving Ferraris, and piloting their yacht to the Bahamas on a monthly basis. These are the dream sellers. But, how close to or far from the truth are these?

First of all, what are your dreams? Do you want a big house? A sports car? All the trappings of the rich? Or do you just want to enjoy life more? Have more time and spare cash to do fun things with your family? Be your own boss? Work when you want to work and play when you want to play?

One of the big advantages of the online money-making model I'm going to show you in the next chapter is the flexibility. Unlike a brick & mortar store front, or an online eBay store, you don't have set operating hours, overhead, shipping, and a lot of the other headaches that make starting and running a business such a major undertaking. With this particular business model, you get total flexibility and ease of operation, which can make a huge difference in your lifestyle.

Myself, working on the Internet has made a big difference in my lifestyle. Since I set my own hours, I can take time off mid-week – when others are working – and enjoy going places when the crowds are gone. Since I work at home, I get to spend more time with my wife – in fact, we now work together as she does my typing. Since I do the work once and then get a passive income from what I've built, we often take vacations – here in Japan and abroad.
Building a number of passive income streams on the Internet, gives you time and flexibility to do the things you want to do – be it traveling or just spending more time with family.

Decide for yourself what your dreams are and – by consistently building your online venture now – you too can soon live your own version of the Internet lifestyle.

Verdict: FACT CONFIRMED

Just The Facts

Whereas, the myth of overnight wealth and pushbutton riches is busted, you truly can make a good living from home and there is no glass ceiling to cap your online income. For the online money-making venture I'm going to show you in the next chapter, you do not require any previous technical skills or Internet expertise. And, the automation that allows you to set up passive income streams also supplies you with the freedom to live the kind of Internet lifestyle that fulfills your dreams.
Flight Plan:
The Steps To Follow For Making Money Online The Easy Way

Although there are many business models for making a good living on the Internet, some are more of a technical challenge while others don't provide the same level of flexibility discussed in the previous chapter. To get a good start on the Internet, you want a business model that's easy to implement, doesn't require much of your time (so you can start it part-time while working in a job), and returns a passive income for your minimal initial investment of time and effort.

Imagine This: You play golf at a local course and you have an agreement with a local sportshop. Every time that you send a fellow golfer to their shop (1), and that golfer buys a set of clubs or other golf gear (2), you get a commission on the sale (3). The sportshop pays you a percentage of what they sold the golf equipment for. Easy money in your pocket.
Offline, this would require some form of tracking – such as you giving the fellow golfer a business card with your name on it, which they would have to hand over to the clerk at the sportshop so you get credited for the sale. Online, this is much simpler and automated – and you can reach a lot more people than just one golfer at a time.

**Affiliate Marketing**

Welcome to affiliate marketing. For beginners – and even those with lots of Internet experience – there is no easier way to make money online.

1. You get a special affiliate link from the network or company selling the product or service.

2. You recommend the product or service (via one of the methods we'll look at shortly).

3. Your prospect goes to the company's website via your special affiliate link, which tracks who referred the prospect.

4. The prospect buys the product or service, and the company's software records the sale and credits you as the referrer.

5. After you've referred a number of sales, the company sends you a cheque or deposits the commissions in your bank account.

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[Diagram showing the steps of affiliate marketing]
Why Affiliate Marketing Is So Great For Beginners

What makes affiliate marketing so easy and appealing is:

A You don't need to create anything, you don't need to store anything, and you don't need to ship anything. All you do is recommend the product or service, and the company takes care of the rest. This is why you make money passively, and have lots of flexibility and free time to travel, spend lots of time at the lake, and do more with your family and friends.

B You never, ever have to deal with customer service. Once you've sent a prospect to the company's website, your job is done. They take care of all customer inquiries, complaints, and service. This is a hassle you'll gladly avoid.

C You don't need to sell. All you're doing is recommending a product or service. In a way, you're pre-selling but it's no different from you telling your golf buddy how much you like XYZ golf clubs, how they have improved your game, and then leaving it up to the sportshop to do the selling. Again, once you've recommended a product or service, and sent a prospect to a company website via your affiliate link, your job is done.

Note: This doesn't just make affiliate marketing great for beginners. These three points make affiliate marketing great for anyone who doesn't want to be tied down – anyone who wants to enjoy the free and easy schedule this business model allows you to have.
Finding Affiliate Products/Services To Promote

The easiest way to get started (and fully ensure you get paid your commissions) is to promote products or services being promoted via one of a number of large affiliate networks. These networks carry a large assortment of products and services from many companies. Not only is it easy and convenient for you to find items to promote and get your affiliate link, but the network will combine all your commissions (once you're promoting a number of products and/or services) and pay you a nice lump sum.

Depending upon the affiliate network, you can promote digital products (those items that are delivered to customers via a digital download) or physical products and service (those items you'd see being sold in traditional brick-and-mortar stores).
Digital Products

Some networks, such as ClickBank, carry a large selection of digital products for you to promote. Here, you can choose from e-books, video home study courses, and software to promote. In just a few minutes, you can easily create an account at ClickBank (1), generate an affiliate link on their site (2), and start promoting your chosen product.
Physical Products & Services

Others, like ShareASale, carry a large selection of physical products and services. Here, you can promote products like pet supplies, auto parts, skin care products, footwear, garden tools, wedding goods, food and drink, gift baskets, and many other products. You can also promote services like printing, dental plans, home insurance, career training, meal delivery, wedding planning, movers, and many other services.

You'll need some kind of website in place (a simple blog or other web presence will do) to apply for a ShareASale account, so it's best to start your affiliate marketing with the easier ClickBank, create a simple website later on (there are some very simple drag-and-drop options), and apply to ShareASale once you have a few ClickBank-based promotions going.

As you build up a number of promotions for affiliate products and services – and set yourself up multiple passive income streams – you'll want to develop a mix of products and services from both ClickBank and ShareASale – or one of the other affiliate networks. As you build up your separate streams, diversify in the kind of products and services you promote. Since each promotion you create will only require some initial effort – and minimal maintenance – you can easily diversify and not worry about diluting your focus.

Important Caveat: As you build up one affiliate promotion, all your focus should be on it until you've completed building it. Then, and only then, should you move on to the next project.
Knowing Your Product Or Service

Before you can promote a product or service, you need to know it. At the very least, spend some time on the company's website and read all about the item you want to promote. Who is the product or service for? What benefits does it offer?

Most importantly, you'll want a good idea of what prospects for your selected product or service are looking for. Depending upon which promotional vehicle (next section in this chapter) you decide to use for your project, you'll be needing to do some research to determine what kind of search terms Internet users are entering into the search engines – when they are looking for the product/service, or the solution/benefit it provides.
Fortunately, Google provides an easy to use tool that shows you how many searches are done every month with each search term. This lets you know exactly what Internet users are typing into the search box at Google and is valuable information to help you get in front of target prospects for your affiliate promotions.

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Building Your Promotion Vehicle

Once you've selected a product or service to promote – and obtained your affiliate link to promote it with – it's time to initiate your promotion campaign. As an affiliate, you have just two important tasks:

1. **Getting in front of target prospects.** These are the people most likely to want the product or service you are promoting – or want the solution or benefit it offers – and are the best prospects for buying the product or service. You don't want to waste a lot of time and effort getting in front of people who are not likely to buy, as they won't make you any commissions.

2. **Recommending the product or service.** Remember, the company website will do the selling. You just need to refer good prospects to the website and leave it up to them to close the deal. Of course, with a good recommendation from you, pre-selling the product or service, you will see more prospects buying – and that puts more commissions in your pocket.

To get in front of prospects and provide them with recommendations, you'll need to build one of a number of types of vehicles for carrying your message. One of the easiest to get started with is a Mini Affiliate Cash Site.
Mini Affiliate Cash Sites

With this vehicle, you build a mini website targeting one affiliate product or service. This will be a simple site, but you'll develop enough authority from the design and incoming links from other sites to get a number of your pages showing up in one of the top three search results on Google.

You'll be getting those top search results for the kind of search terms that are getting lots of monthly search volume – and that signify a search for the product/service you're promoting or the solution/benefit it offers. Visitors who click through to your site will land on a page with some helpful information, provided with the information they are looking for, and then directed on to the affiliate product/service website via your affiliate link.
To build this Mini Affiliate Cash Site, you'll first register a domain name with a registrar, like Namecheap (1). Then, you'll open an account with a hosting service, like HostGator, which will give you a place to put your site on the Internet (2).

HostGator provides an easy to use site builder called WordPress, which will let you quickly build a professional-looking site using their templates (3).

These first three steps will take you only about an hour your first time, and will go a lot quicker the second, third, fourth time.
Next, you'll start building up content on your site (helpful articles that attract target prospects, keep them on your page, and slightly pre-sell the affiliate product/service). You'll build up content one page at a time, until you have a number of good pages and have developed a degree of authority on the Internet.

You'll start a special campaign to get other sites to syndicate some of your content. This will provide you with inlinks from these sites and because these inlinks will have your target keyword phrases in the linking text (anchor text), these inlinks will help to increase your page's ranking in the search engines for that keyword phrase (search term).

How this strategy works is like this: If other sites are voluntarily linking to a page on your website for a certain keyword phrase, that designates some authority for that phrase. The more inlinks you get from other sites, the more authority you have for that phrase. And, search engines will rank your site higher in the search results if your site (or a page on your site) has more authority than other sites (or their pages).
To speed up and drastically reduce the effort required to get these inlinks, you'll make good use of a special service that matches up content providers (you and your Mini Affiliate Cash Site) with content consumers (site owners who need content for their websites). These other site owners will publish your content on their site (with a link to your page in the article and using your keyword phrase) and provide you with a high-quality inlink.

As more and more sites that use this service publish your content, your number of inlinks will build-up, your site's pages will rise in the search engine results, and you'll see more and more targeted prospects coming to your site. Then, a percentage of those visitors will go on to buy the product or service – and you'll start getting a steady stream of commissions.

Click here for more details and the full step-by-step guide to building Mini Affiliate Cash Sites.
Take Off: Putting Your Plan Into Action & Making Money Now

There is a simple success formula that has stood the test of time, and will continue to lead to success forever. It works online or offline. It works in business and in life. Apply this formula to your online money-making venture and you will succeed – you will make money in the comfort of your own home, using the Internet.

Step 1: Have A Vision

To slightly misquote Robert Burns, “Even the best laid plans of mice and men sometimes go astray.” There will be those days when things go wrong. Computers act up. Internet connections suddenly drop when you need them most. One of the products you're promoting gets pulled off the company's website (a good reason to build up a number of promotion vehicles – each targeting a different product or service). And, without a clear vision – without that motivation – it can be too easy to throw your hands in the air and give up.

When you first get started – and you're not yet making any money from your efforts – it's all too easy to become discouraged. If you're working a job by day and moonlighting on your online money-making venture after hours, you're getting paid for your job but not yet seeing any income from your moonlighting efforts. It is human nature to seek instant gratification, and without the big picture of where you're going, it's all to easy to be discouraged.

Have that big picture in mind. Where is it that you are going? Why is it that you are doing this? You already know the mechanics of your online money-making venture from your Flight Plan, but what is it that you want to achieve – other than building a series of passive income streams? Why do you want those income streams?
Yes, one reason is quite clear: To make money. But, what do you want the money for? Why do you want to set up these income streams? Is it to quit your 9-5 job in a year? Is it to afford a bigger house? Is it so you can take vacations abroad? Is it to feed your hobby?

Create a vision board. Get pictures of the things you want to get or do when your passive income streams grow. Paste them on the board and place it nearby. Then, when you have one of those bad days, and you feel frustrated and beaten (even though it's always some little thing that, when looked at rationally, can easily be fixed), look to your vision board and get motivated all over again.
Step 2: Have An Action Plan

Without a plan, a carpenter could never build a good house. Without a plan, a captain could never sail a ship across the sea and arrive at the desired destination (the vision). Without a plan, no one can build a profitable online money-maker.

In the previous chapter, you went over the outline of a plan to promote affiliate products and/or services. To help you easily implement this plan, I've created a 173-page step-by-step manual that shows you exactly (with detailed screenshot images) how to build your Mini Affiliate Cash Sites.

Click here to get started today!
Step 3: Take Committed Action

The number one reason I see people fail to make money online is not a lack of technical skills, no previous marketing experience, or any of the other factors that you might assume as barriers to success. The number one cause of failure is a lack of commitment.

With the false expectations of instant gratification (or a quick payday for their online efforts) far too many would-be online money-makers will start on one plan of action, but switch to another when they don't start making money right away. Unfortunately, there are so many “shiney objects” (hyped-up sales pages, the latest and greatest tricks and loopholes, pushbutton software that “magically pours money into your account”) that the temptation to switch to “something better” is always there.

The problem is, these would-be online money-makers are switching action plans and starting all over again – each and every time. Their first action plan is progressing (yes, it's not making money yet, but that's just around the next corner) when they abandon it for a new action plan. They start again from square one, their action plan starts progressing (but not yet making money), and they again switch to yet another new action plan that promises them instant wealth (See busted myth #3 in System Check).

Can you now see why they never succeed? Why they are not making money in the comfort of their own home using the Internet? It's like they're playing a game of “Snakes & Ladders”, and continually landing on the snakes.
Do not let this happen to you! Commit yourself fully to your action plan. With your Clockwork Recipe in hand, put your head down and focus just on your one action plan (every step you'll ever need is fully covered in painstaking beginner-friendly detail). Do not spend time in Internet marketing forums. Do not read all the Internet marketing “gurus” that bombard your inbox. Do not let anything distract you.

Once you have your action plan in hand, follow it religiously. Know that you won't make money overnight, but by consistently applying yourself to building your passive income streams, you'll soon be receiving your first commission cheque – and then they'll just keep growing as you slowly but steadily build up your number of income streams.

Now, get going. Take action and get started!