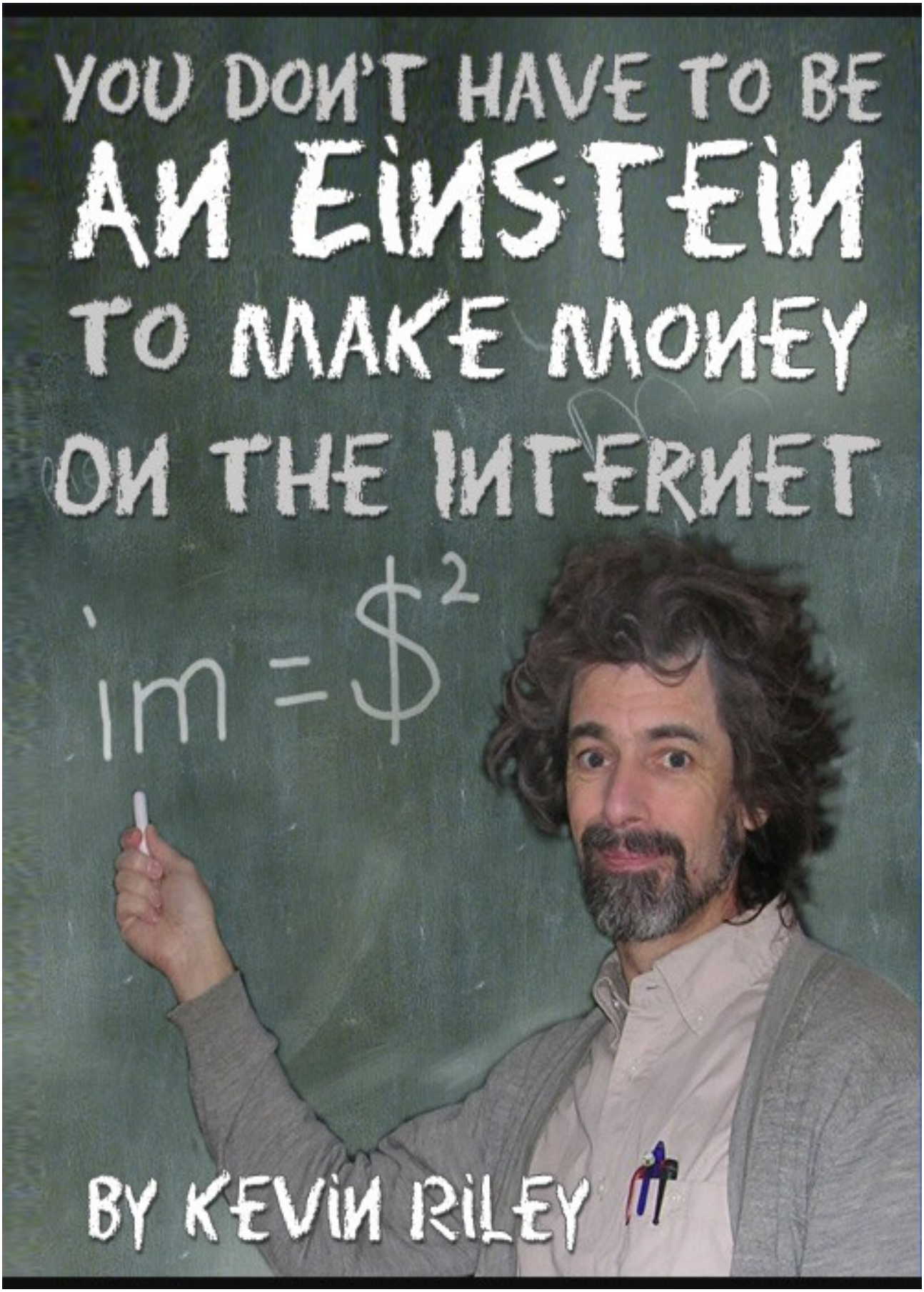

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You Don't Have To Be An Einstein To Make Money On The Internet

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Note: This e-book is optimized for viewing on a computer screen, but it is organized so you can also print it out and assemble it as a book. Since the text is optimized for screen viewing, the type is larger than that in usual printed books.

Disclaimer

This report has been written to provide information to help you get started making money on the Internet. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on Internet marketing only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information.

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Message From The Author

Hello. I'm Kevin Riley.

I have been an entrepreneur – building and running businesses since 1977. In 1994, I first started building websites and created my first commercial site in 1995.

Now, I run a number of online enterprises from my home in Osaka, Japan. The information product business allows me to travel with my lovely wife, Rieko, and run my business from anywhere in the world.

I started creating products in 1982. Then, I was creating physical products – board games, taper candles, wooden toy kits. It wasn't until the late 1990s that I realized that future profits lay in information products – books, audios, videos.

Now, I'm an entrepreneur who markets information – I'm an infopreneur. And, at Product Creation Labs, I help others to make their own money-making info products and succeed on the Internet.

Kevin Riley

Product Creation Labs

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Things Keep Getting Easier

Compared to the days of building offline businesses – back in the Dark Ages before there was an Internet – making money online is within reach of all.

The Dark Ages

In those pre-Internet days, the biggest hurdle for a small, home-based business was the high cost of reaching your market place. To get your product in front of your target customers you had few choices.

The usual distribution route was to get your product into stores. You'd sell your product to small stores at wholesale price and they would sell to your customers. Usually, you'd end up with about 50% of the selling price.

However, to get to all those stores (many of which would turn you away), you either had to hire a small squad of salesmen, or resign yourself to long days of pounding the pavement and visiting one store after another. After the first batch of rejections, your motivation would be heading towards the basement levels.

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Another way to distribute your products was via direct mail sales. Here, you got the full selling price, as there was no middleman between you and your customer. Nobody taking a cut of your profits.

However, you'd have the large investment in advertising. Expensive ads in newspapers and magazines had you investing hundreds to thousands of dollars before you even made a sale.

Getting in front of your target market was an expensive proposition, back in those Dark Ages.

The New Age

When the Internet became available to all – with the emergence of the user-friendly World Wide Web – it provided a vehicle for marketers to get in front of a very large, global market. Suddenly, without leaving the comfort of your home, you could reach out to thousands upon thousands all around the world.

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But Not Ready For Prime Time

Of course, in the early days of the new Internet Age it wasn't yet all that easy to sell and distribute your products online. Although the ability to get your message out to the marketplace was there – the infrastructure for easily keeping in touch with customers, handling transactions, and delivering products had not yet been developed.

The Internet Matures

Now, over the last few years, the Internet has become a place where you can easily make money. It's not push-button quick and easy – as some unscrupulous biz-op promoters would have you believe – but, it's now within the reach of anyone willing to put a little bit of effort into building a simple home-based business.

Easy Payment Collection

Although in the early days of the Internet Age only those with merchant accounts could collect payment online. Then, the development of such online transaction services as PayPal made collecting payments available to any home-based business – no matter how small.

You can quickly set up an account at PayPal, verify it with a credit card, and soon be collecting payments online.

Easy List Building

The other development that has made it easy for small home-based businesses to perform like a big company is the creation of autoresponder services. Now, you can easily build a mailing list and make a lot more money with repeat sales to a list of loyal customers.

Name:

Email:

Get Your FREE Report Now!

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Automatic Sales

Add to this the effective sales scripts now available, which automatically take the order, collect the payment, and deliver the goods. All this happens 24 hours a day, 7 days a week – whether you've there or not. A lot more freedom and simplicity than running a store in the "brick and mortar" world.

Item #7 - Notification of Payment Received from Shar	7:12 AM	16KB
Item #221-HSC-Hobby-How-To - Notification of Payme	6:16 AM	16KB
Item #7-RECIPE-PRODUCT-CREATION - Notification of	4:39 AM	15KB
Item #3 - Notification of Payment Received from SER	1:53 AM	16KB

Money coming in while you sleep.

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What Makes You Money Online?

The Internet has made it much easier for you to start your own home-based business and develop a very good monthly income. So, what kind of business is best?

Physical Products

Although you can sell physical products online – and many entrepreneurs build successful business selling all kinds of products via the Internet – there are easier way to make money online. Selling physical products ties you down to the schedule required by the daily delivery of these products. On a regular basis you have to package products and lug them to the post office for shipping to your customers.

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Digital Products

In my opinion, the one product that gives you the most freedom to work the hours you want – and work from any location in the world – is the digital product.

Info Is King

And the best sellers? Digital information products – such as e-books and downloadable videos – have a number of benefits that make them a great product to sell.

Information products only need to be created once, and then you can sell them for many years to come. A one-time effort pays you dividends for a long time.

The profit margin on digital information products is enormous. Since the books you create are made of electrons, there are no material costs. Close to 100% of your selling price is gross profit. And, since your website will cost you very little to run – none of those high overhead costs of a "brick and mortar" store – your overall profits are great.

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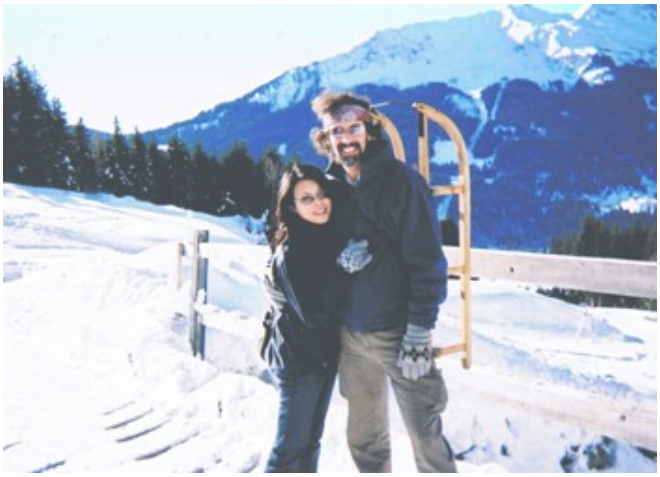
Enjoy The Freedom

Since you can set up your digital information product on a website where customers can buy it and download it 24/7, it frees you up to enjoy life. You can keep your online business operating and making you money, while you go on vacation – without having to hire employees.

My own information product business allows me to live an ideal lifestyle. I work when I want to. My wife Rieko and I choose when we want to take time off, which allows us to do things while others are at work and the crowds are thin. We travel to Europe and other Asian countries whenever we want. We enjoy life. And, while we are enjoying life, my products are still automatically selling.



Christmas in Klosters, Switzerland

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But ... You Can't Write?

Is this what holds you back from creating a profitable information product? If so, you're not alone. This one unfounded fear holds back for too many would be infopreneurs – and there really is no reason for it.

See, when you write a how-to guide, you're not creating literature. You're not writing “Pride & Prejudice”. You do not need to be a writer.

Writing Without “Writing”

Let me ask you a few questions. What is your hobby, interest, or expertise? If you and I sat down over a cup of coffee, could you teach me? Could you tell me – in simple layman's terms – how to do something? How to perform a certain technique? How to solve a problem?

That's what makes a good how-to book. You simply write your guide as you would teach a friend.

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Short And Sweet

The earliest how-to books to write and sell are small guides that teach one technique or solve one problem.

There's no need to create a large e-book that covers everything, and takes you months to put together. Instead, you put together a simple 10-20 pages of guide that walks the reader through one thing. Sometimes, you can write one of these in an afternoon.

A small guide is also much easier to sell. With a low price tag, small guides don't have the price barrier to a sale that a more expensive e-book has.

Also, since the guide just covers that one solution or technique, it gives your customer exactly what they need.

Getting The Ideas

To create how-to guides that will sell like hotcakes, you need to know what your market wants. You need to be in touch with your market ... know what people are buying ... and what they are looking for.

What kind of questions are they asking? What information are they looking for? What kind of problems do they want to solve? What do they want to learn? What skills do they need to upgrade?

Be tapped into your market. Listen to what your prospective customers are saying. Hang out at their forums.

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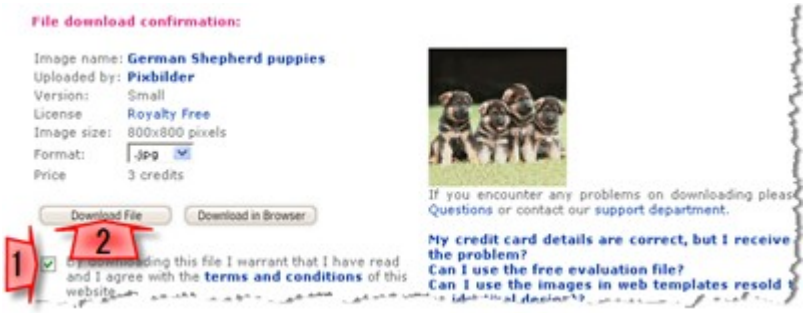
Creating A Winning Guide

Once you know what your customers want, you need to sit down and fulfill that desire.

If they want to learn a certain technique, write out the steps in that technique. Fully detail each step, not leaning out a single detail. Don't assume knowledge and gloss over some parts.

Whenever they will help your customer to better understand a step, include detailed photographs or screen shots. A picture truly does tell a thousand words and can make it much easier for your customer to fully understand exactly how to do something.



With digital cameras and screen capture software, anybody can easily add images to their information products. You can easily increase the value of your products with good pictures.

Wrapping It Up

To make your how-to guides easily readable on any computer, you'll want to create a PDF file. With easy-to-use and free writing software like Open Office, this is very easy to do. Your PDF writer software will allow you to create a professional-looking book – with page numbering and other elements that set your guide as a professional product.

Open Office is as easy to use as any word processing software. Just type in your guide ... set your font ... clean it up with page breaks ... and click the “PDF” button.

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Get Started Now

As the title of this report states, you definitely don't have to be an Einstein – nor a brilliant marketer or even an experienced business person – to start making money on the Internet. And, with the developments that have made easy-to-use tools available for all to use, creating and selling information products is a profitable enterprise that anyone can achieve.

However, you do have to put in some initial effort. You have to get started. There is no such thing as a push-button method of making money online. You'll have to put in some effort to start your successful info product business – research your niche, write your guide, and put up a sales page.

To really make money, you'll want to get serious and build a real business. You'll need to set aside a couple hours a day during your business-building period. Commit yourself fully to your venture, and soon you'll have a successful business that generates a great monthly income and allows you your freedom. And, you don't have to be an Einstein.

To help you set off on the right foot and ensure quick success with your info product business, I've created a highly-detailed, comprehensive, step-by-step Home Study Course for you. Click here now to get your special.

Click here now ... to get the blueprints you need to build a truly successful online business – quickly.

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