



© (cas smith)

Notice of Copyright

All Rights Reserved

THIS INFORMATION IS FOR YOUR EYES ONLY. THIS ENTIRE COURSE IS FOR YOUR OWN PERSONAL USE AND IS NOT TO BE GIVEN AWAY, TRADED OR DISTRIBUTED WITHOUT THE WRITTEN CONSENT OF ERIC LOUVIERE.

THIS MANUAL AND THIS ENTIRE COURSE DOES NOT COME WITH ANY RESELL RIGHTS WHATSOEVER. THIS MANUAL AND THIS ENTIRE COURSE IS TO REMAIN STRICTLY IN YOUR SOLE POSSESSION. THERE ARE NO GUARANTEES OF ANY KIND, NO INCOME GUARANTEES OR ANYTHING OF THE SORT. THIS REPORT IS FOR INFORMATIONAL PURPOSES ONLY.

Table of Contents

Introduction.....	3
Selecting a Type of Service to Sell	5
Setting Up Your Offer.....	6
Getting Your First Customers	6
Tips for Your Service Thread or Website	7
Your Quick-Start Service Guide	7
Driving Traffic to Your Services Offer	8
The Secret-Ninja Method of Making Money with Services	10
Conclusion	11
System #2: Mastering the Art of Selling PLR	12
Where to Find Quality PLR.....	12
How to Use PLR	13
How to Drive Traffic.....	15
Conclusion	17
Taking ACTION	19
Resources	20
PLR Websites:	20
Freelancing Websites.....	21

Introduction

Making money online can be difficult sometimes.

There are thousands of “proven systems.”

Every day another “guru” – or 100- appear out of nowhere.

Everyone claims to have the secret to riches- but if that’s true, why are they selling it to you?

The fact of the matter is that the simplest business models are the best. You don’t need some crazy, super-secret-ninja-squirrel methods to make money online.

Instead, you just need a proven, simple system.

Lucky for you, I’m going to share 2 of my favorite systems. These have both made me pretty consistent money online, and I know they can do the same for you if you follow through.

Why am I sharing these with you? Well for 2 reasons:

- 1) You can start making money from them **in hours**.
- 2) They’ll never ever get saturated. Ever.

Again- these aren’t super-secret crazy methods like most WSOs these days- but they will make you money.

What are these 2 methods? They’re

- 1) Selling a service, and
- 2) Selling (or giving away) [private label rights](#) (PLR)

Even though these aren’t the sexiest methods out there, they’re 2 of the best.

I made over \$600 within just a few weeks. Not bad, right?

Now I’ll be the first to admit that this took work- a good bit of work, actually. But to me, it was worth it! You can do a heck of a lot with \$600.

So that said, let’s get into the real meat.

System #1: Selling a Service

The largest internet marketing forum right now is the Warrior Forum (<http://www.warriorforum.com>). It has tens of thousands of members, and gets hundreds of thousands of views every day.

I recommend that most people check it out when they first start learning how to make money online. There are lots of very successful marketers on there who help out the newbies.

Besides- newbies can teach each other, and I'd say most marketers on there are new to amateur level marketers.

If you go onto the Warriors for Hire section on the Warrior Forum (found here: <http://www.warriorforum.com/warriors-hire/>), you'll see hundreds of posts from service providers.

If you browse through there, here are just a few services you'll see:

- Writing (articles, press releases, blog posts, product reviews)
- Graphic design (logos, headers, minisites, ebook covers)
- Copywriting
- Video production
- Wordpress theme design
- Autoblog services
- Backlinking services (for search engine optimization)
- Programming
- Website setup

Do you think all of these companies would be posting threads if this wasn't a profitable business model?

One way to think about it is in terms of the California Gold Rush. Most gold miners never made a DIME- just like most internet marketers.

But do you know who made out like bandits? The folks selling pick axes, trousers, and shovels!

The idea behind selling a service is simple- **sell shovels.**

Let the internet marketers risk their money and time chasing a dream. Meanwhile you just do a good service for them and laugh all the way to the bank.

Selecting a Type of Service to Sell

There are basically just 2 steps to deciding on what kind of service to sell-

- 1) Look at what's in demand
- 2) Identify what skills you have (or can learn) to meet that demand

Seriously, that's all there is to it.

As far as #1, I just showed you the best place to do your research- the Warriors for Hire section! What you'll find though is that just about every service listed there (and above) is in very high demand.

So really the most important thing is step 2-

What kind of skills can you offer?

Did you go to college and learned how to research and write well? Offer a writing service.

Do you love playing with photoshop? Consider designing ecovers, minisites, logos, or headers (OR all of them as package deals).

Have you done any SEO before? If so, you can sell backlinking packages to internet marketers trying to rank their sites in Google.

I think you get the idea, right?

So again, all you have to do is **find a need that you can fill.**

Setting Up Your Offer

A lot of people get hung up here. They know that they want to sell a service, but they aren't sure where to post it.

Here are a few options:

- 1) The Warrior for Hire section- This is where I got my start, and it's probably your best bet. You can get lots of eyeballs on your offer here. The only problem is that it costs \$20 to post here.
- 2) A free website. A few examples are Weebly.com or Blogger.com. The only problem with these sites is that you don't have much control over the layout of your site.
- 3) Your own website. Ultimately, this is what you should strive for. It looks more professional, you can market it to all kinds of different companies, and you are building a business asset.

Each has its advantages and disadvantages- but if you have \$20 to post on the Warrior Forum, I personally think that's the best place to start.

Getting Your First Customers

Depending on the offer you decide to sell, you have a few things you should do.

If you're selling a writing or graphic design service, **definitely** put together some samples. The more different things, the better.

So if you're selling a writing service, you can put together a few informational articles, one or two press releases, and some product reviews.

For graphic design, come up with weight loss, relationship, and internet marketing ebook covers and/or minisites.

The reason you want samples is so that potential customers can see your skills. If they see what you can do, they're much more likely to hire you.

Because of that, consider spending a little more time than average on these products. Really make them stand out- quality is EVERYTHING.

If you're selling something else like a backlinking service, consider offering a few free review copies. The idea is that you perform the service for free, as long as the person says they'll come back to your offer and leave a testimonial.

Tips for Your Service Thread or Website

Here are a few tips to help you get more sales- not only when you are getting started, but for years to come-

- Revise your offer sales copy multiple times. Keep trying to improve it so you get more customers.
- Don't have a boring thread or website. It doesn't have to be extremely fancy, but you DON'T want boring.
- As you get testimonials from happy customers, put them someplace where potential future customers will easily see them. Underline and **bold** the hardest-hitting comments.
- Offer several price packages. One person may want one article, the next may want 10. Give the person looking for 10 a small discount per article.
- List what kind of lead time your customers can expect. If it will take a week, tell them a week. If it takes 48 hours, tell them that. The more they know about your service, the better chances you'll get the sale.
- Offer a money-back guarantee. *Very* few customers will ever ask, especially if you do a great job.
- Consider setting up an affiliate program. This means that someone can refer a customer to you and get part of the sale in commissions.
- Study offer threads on the Warrior Forum. Copy the good stuff that they're doing, and leave out the bad!

Your Quick-Start Service Guide

You can get this service up to be ready for sales just HOURS from now.

To make that happen, here's all you have to do:

- 1) Decide on a service you'll sell (5 minutes)
- 2) Decide where you will post your service (15 minutes)
- 3) Write your offer and setup buy buttons through PayPal (1-2 hours)
- 4) Create a few samples and post them (1-2 hours)
- 5) Start driving traffic to your offer

That's it.

[Driving Traffic to Your Services Offer](#)

Hundreds of books have been written about how to get traffic online. It is a HUGE topic in and of itself, and it would take me forever to explain all of the different methods.

To help get you started, here are a few that I've used pretty successfully:

Forum Signatures

This is great not only for the Warrior Forum, but other forums as well. I will include a list of internet marketing forums at the end of this report to give you a few more options to choose from.

What you do is pretty simple. In most IM forums, you can put a link in your signature. If someone clicks that link, they get taken to the offer that you're selling.

Note that if you list your service on a forum like the WF, **don't** put a link back to it on another forum, like Digital Point. Keep WF signatures pointing to WF services, and DigitalPoint signatures to DigitalPoint threads.

Make the signature clear what your service is, and give the reader a reason to click. For example it can say something like: "The Highest Quality Writing Service on the Warrior Forum!"

Now that it's on your signature, hang out in the forum and chime in. Help people out, ask questions about marketing, etc. As you get your name and posts out there, visitors will check out your offer.

Freelancing Websites

As you'd expect, these are sites dedicated to freelancing. Some people go on here to buy a service, but you're going there to sell it.

The key with these sites is to put in multiple offers and *really* give them a reason to pick you over the rest. The problem with these sites is that you will get a lot of competition- especially from overseas companies that can work for 1/4th the price you can and still love the income.

I will put a list of the best freelancing websites at the end of this report, but a few of the best are odesk.com, elance.com and guru.com.

NOTE: You don't need your own website to sell on these sites. That said, if you are using YOUR OWN site (not the Warrior Forum or a free site), it can really help boost your credibility here.

Craigslist

Craigslist is ENORMOUS and is an amazing way to get people checking out your offer. Similar to freelancing sites, having your own website will really boost credibility.

Some internet marketers say that Craigslist is dead, but that's VERY far from the truth. Service providers make millions of dollars a day from Craigslist.

The key is to not just be passive here. You should post your own ad, but also respond to ads asking for your service.

NOTE: Since it's the 21st century and you're online, you don't have to just look in your local area. You can look for ads all across the country asking for your service.

LinkedIn

This is a powerful social media website for professionals. The best way to market yourself there is to join a few groups that may have companies interested in your offer.

With LinkedIn, you want to look as professional as possible. It's tough to do that if you don't use your own website to list your offer.

If you go this route, a great way to get traffic is to share articles with the groups you joined. If you're a writer, let the article market your services. If you're offering other services, talk to different aspects about what you do (why it's necessary to get quality backlinks, the differences between low and high quality graphics, etc.)

Affiliates

Remember earlier when I said that you should consider setting up an affiliate program? That's because affiliates promoting your service will lead to a never-ending stream of customers coming in.

There are a few ways to do this, but I recommend using something like e-junkie.com, DigiResults.com or JVZoo.com.

The way it works is that whenever a customer buys through your affiliate's link, your affiliate gets a percentage of the commission (set by you). So for example if you sell a \$50 service package and the percentage is 20%, your affiliate makes \$10 and you make \$40.

Again, these are just a few possible ways to drive traffic to your offer. There are quite a bit more, but all of these are fast and can get you LOTS of great, targeted traffic!

The Secret-Ninja Method of Making Money with Services

This is a little method I picked up that is genius. It's not going to make you a millionaire, but can definitely help you earn a few extra dollars.

Here's how it works-

As you provide services for people/companies, you'll get their email addresses, right? I mean, you have to be in contact with them somehow, and usually email is the best way.

Well one thing you can do is promote products as an affiliate to those people you've sold services to.

Now the ONLY way this will work is if it's very related and you prove to them that it will help their business.

For example, let's say that you're providing [backlinking services](#). If you just bought a sweet WSO on backlinking, you can promote it to them and say that you're now offering packages based on that WSO. If they want to understand, they can purchase it through your link.

Another example is if you're providing graphic design. You can shoot them an offer for a graphics pack. This wouldn't completely replace you of course, but it would give them stuff to play around with themselves instead of always having to wait on you.

If you do this, be smart about it. You don't want to spam your customers, right? Not only will they not buy your service again, but they may tell others to avoid your service, too.

Conclusion

Selling a service has been my most consistent way of making online for over a year now. It's fast, it's easy, and it's meeting the needs of an ever-growing marketplace.

That said, I realize that this model isn't for everyone. Hence, why I'm explaining my other favorite system...

System #2: Mastering the Art of Selling PLR

If you know how to use it, PLR is one of the most powerful assets a marketer can have.

It allows you to have your own product **in minutes**.

Here are just a few things you can do with PLR:

- Sell it as-is
- Give it away to build an email list
- Improve it
- Break it up into articles
- Turn it into a membership site
- Use it as a bonus for another product
- Use it as leverage for a joint venture

As you can see, there are a number of ways you can use this stuff!

DISCLAIMER: You may already know this, but PLR has gotten a bad reputation over the years. Some marketers believe that it's useless, low quality garbage.

While that *is* true with some PLR, there are other PLR packages that are INCREDIBLE. You just have to figure out

- 1) Where to find the best stuff, and
- 2) How to use it

Where to Find Quality PLR

I'm pretty sure a few new PLR websites pop up every day. It's a great business to be in because **it works**.

The problem is that a lot of these sites are selling old, rehashed garbage information that is all over the place.

If you want to find quality PLR, here are a few websites I recommend:

<http://bestqualityplr.com/>

<http://www.plrebookclub.com>

I include a list of some more PLR websites in the resources section, but these 2 are all you need to get started.

How to Use PLR

There are, as I mentioned earlier, a few ways to use PLR. Here are a few examples:

PLR Review Articles

If you check out the PLR Mini Mart, one of the links you'll see is Affiliate Product Reviews on the right hand side.

If you go in there, you'll see that Tiffany sells one page reviews for some of the top-selling products listed at Clickbank.com.

What you can do is purchase these articles for \$5, put them on your website, and then drive traffic to your site.

As visitors read your reviews, they'll be more inclined to purchase because the article will recommend the product at the end. You just throw in your affiliate link, and when the visitor buys, you make money!

This is easy, inexpensive, and fast.

Memberships

One of the best types of businesses to build online is a membership of some kind. It can be free or paid, through a website or just through emails.

For this example, let's say that it's a free membership program you're doing through emails. Let's say that it's in the weight loss niche, and you plan on marketing weight loss products like The Diet Solution on Clickbank.

Here's all you have to do:

- 1) Purchase weight loss articles from the PLR Mini Mart
- 2) Set the articles to send every few days up in an autoresponder like Aweber

- 3) Include affiliate links at the end, with a call to action like “Check out my favorite weight loss course here: affiliate link”
- 4) Set up a squeeze page (you can purchase a template, get it done on Fiverr.com, or make it yourself)
- 5) Drive targeted traffic (people who want to lose weight) to your squeeze page
- 6) Collect affiliate commissions

That’s really all there is to it. You can also do this with paid memberships!

Selling PLR as-is

You don’t have to get fancy with PLR. You can just upload everything to your website, throw in your buy button, and you’re all set.

For example, you can go to Best Quality PLR and purchase a package with a sales page and ebook. All you have to do is put it on your own domain name (hopefully that’s related to the product name), add a PayPal buy button and you’re all done.

Now you just drive traffic to it and get money straight to your PayPal account.

Using PLR as a Bonus

One of the best- and most popular- ways to use PLR is as a bonus. For example you can package it together with a product you wrote yourself or with another piece of PLR you bought.

For example, let’s say you go onto Best Quality PLR and PLR Mini Mart and purchase 2 ebook packages on relationships. You can use the best salespage as your main page, and then just edit the page to include your bonus! (the bonus is the 2nd ebook you purchased)

The funny thing about this is that sometimes the bonus is even better quality than the main ebook! It doesn’t matter though- as long as there’s a bonus, your customers will be very happy, and you can charge higher prices.

Giving Away PLR

Another popular way to use PLR is to give it away. You can just purchase a small PLR report, and then offer to give it to anyone who subscribes to your email list on your squeeze page.

The best way to do this is to include affiliate links in that report you send them. That way as they're reading the report they may decide to check out this program you recommended and purchase. If that happens, voila! Instant commissions to your Clickbank or PayPal account.

Using PLR for Joint Ventures

If you purchase a very high quality PLR package, you can use it to set up a joint venture with another marketer in the same niche.

For example let's say that I bought a PLR package on search engine optimization. I can now approach marketers in the internet marketing niche and basically say "Hey- I have this great product that you can give to your list for FREE. They just have to sign up to my squeeze page to get it."

Now you want to be more professional than *that*, but you get the basic idea, right?

This is **extremely powerful**. It lets another marketer help you build your email list and you just had to make a small, one-time investment to do it!

Because remember- you can approach multiple marketers and do this over-and-over-and over.

Pretty sweet, right?

How to Drive Traffic

Some of the methods here will be similar to those posted above, so I won't go into as much detail.

Others are a bit different, so I'll explain those further.

Forum Marketing

Once you've decided on a way to use PLR, go ahead and set up your website. You should DEFINITELY use your own website for PLR, and try to use a domain name similar to the name of the product.

Now join forums related to the PLR you're selling. For example if you're selling a PLR product in the IM niche, join DigitalPoint and the WarriorForum. If it's in the weight loss niche, join those forums **that allow signatures**.

As soon as you can, put a link in your signature block with a link back to your offer. Put a strong call to action, explaining why they should go there and check out your offer.

NOTE: This won't work quite as well in the IM niche as it will most others. A lot of internet marketers may have seen the product you're promoting before, so they'll know it's PLR they can get somewhere themselves. But then again, if you sell it for cheaper than they can get it from the main site, they may still buy it from you!

Article Syndication and/or Guest Blog Posts

These are **massive** methods of getting traffic, and they're 100% free.

The problem with them is that unless you're a good writer (or hire a good one), it can be tough to get these going.

The basic idea is that you want a long, detailed, informative article listed on blogs in your niche. When people read the blog and see the post, they'll click on your website's link at the bottom and check out your offer.

Even though this is great, it's **not** easy. For a lot of great information, use the Search function on the Warrior Forum and look for posts by Alexa Smith and Myob.

Paid Traffic

This can be tricky, as some people have lost LOTS of money with paid traffic.

That said, it can be your most profitable source of traffic if you learn how to do it properly.

Since entire guides have been written on this, I'll just give you the basics:

- Start with a VERY small daily spend- like \$5 a day
- Monitor keywords and click through rates very closely. Kill the ads not doing well, and build more ads similar to the ones that are rocking
- Keep track of EPCs (earnings per click). This tells you how much money you can spend on a click and still be profitable. For example, an EPC of 50 cents means you can spend 49 cents or less per click and still end up profitable at the end.

Again- paid traffic is AWESOME when done right because traffic is limitless, but you gotta be careful with it.

Affiliates

Similar to with selling a service, affiliates can be a massive source of traffic. In fact, most 6 and 7 figure marketers claim that having good affiliates is the key to making lots of money.

The only problem with using affiliates for PLR is that if you don't change the product, they may recognize it and not be willing to promote it.

Even if you do change it, affiliates will only promote products that convert well. If your competition has EPCs of \$1 and yours are only \$.50, affiliates will promote your competition instead of you!

That's why you have to keep testing and tweaking your sales page. Add bonuses, guarantees, videos, and change up the headline.

Conclusion

PLR is a GREAT way to make money online. Since you can get started *very* quickly, you can be making sales within 24 hours.

Here's an example of how it could go down:

- 1) Decide on a niche to promote (5 minutes)

- 2) Go to Best Quality PLR or PLR Mini Mart and buy an ebook package (10 minutes)
- 3) Buy a related domain, upload the sales page and product, and put a buy button on there (30 minutes)
- 4) Test that the system works (10 minutes)
- 5) Start driving traffic!

That's all there is to it. In about an hour you have your own product up and running and can start collecting payments.

Taking ACTION

So there you have it my friend- two simple, fast ways to start making money.

And to be honest- there are actually at least a dozen different things you can do with the information I provided!

All you have to do is

- 1) Pick a method
- 2) TAKE MASSIVE ACTION
- 3) Profit
- 4) Reinvest the profits and grow bigger

THAT'S IT!

Remember that the only person responsible for your success or failure...**is you.**

It's not the gurus.

It's not me.

It's not the government, your loud neighbors, or anyone else.

Do you want it bad enough?

Then go get that money and lifestyle you deserve!

To Your Success,

Justin Stowe

Resources

PLR Websites:

These are the best 3:

<http://www.plrebookclub.com>

<http://bestqualityplr.com/>

<http://www.plrminimart.com/dlg/cart/>

Here are a bunch of others to check out:

<http://www.plrassassin.com/>

<http://www.tradebit.com/>

<https://www.jvzoo.com/products?terms=plr&cat=&subcat=>

<http://plrmembership.bigcontentsearch.net/>

<http://www.plrebooksreseller.com/>

<http://www.plrmembershiponline.com/>

<http://www.nicherevolution.com/indexb.php>

<http://www.membershipsfusion.com/>

<http://www.kickstartplr.com/>

http://warriorplus.com/wso/?q=plr&q_author=&orderby=ProductID+DESC&show_max=50&status=Open&q_go=GO

Or just type "PLR", "quality PLR", "list of PLR sites", or something similar in Google or the Warrior Forum

Freelancing Websites

General

<http://www.2work-at-home.com/telecommute.shtml>

<http://freelancefolder.com>

<http://www.odesk.com/jobs>

http://www.ratracerebellion.com/job_postings.htm

<http://jobs.freelanceswitch.com>

<http://www.allfreelancework.com>

<http://www.freelancefree.com>

<http://www.freelancers.net>

<http://www.guru.com/pro/index.aspx>

<http://www.elance.com>

<http://www.getafreelancer.com>

<http://www.tjobs.com/joboppsn.shtml>

<http://www.worldwideworkathome.com>

http://www.quintcareers.com/telecommute_jobs.html

<http://www.workaholics4hire.com>

http://www.mediabistro.com/bbs/cache/f151_1.asp

Telephone, Writing and Design

<http://www.onpointathome.com>

<http://www.ifreelance.com>

Design and Graphic Design

<http://www.designcrowd.com>

<http://www.99designs.com>

Web and Programming

<http://www.php-freelancers.com>

<http://www.rentacoder.com>

Writing Specific

Associated Content - <http://www.associatedcontent.com>

Break Studios - <http://breakstudios.break.com/users/apply>

Bright Hub - <http://www2.brighthub.com/writers/writerswanted.html>

Bukisa - <http://www.bukisa.com>

Demand Studios - <http://www.demandstudios.com>

(writers, copy editors and film makers)

Ebyline - <https://www.ebyline.com/register/freelancer>

Examiner - <http://apply.examiner.com/?editionid=926>

Helium -

https://www.helium.com/registration/signup?who=writer&placement=hma_content_atf_right

Hubpages - <http://www.hubpages.com>

InfoBarrel - <http://www.infobarrel.com/>

Seed - <http://www.seed.com/>

Sponsored Reviews - <http://www.sponsoredreviews.com/>

Squidoo - <http://www.squidoo.com/wizard/start>

Suite101 - <http://www.suite101.com>

Textbroker - <http://www.textbroker.com>

Triond - <http://www.triond.com/>

Wisegeek - <https://www.wisegeek.com/freelance-writing-jobs.htm>

