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About The Author



Khai is a product creation expert specializing in writing, blogging, copywriting and niche marketing.

He is well known in the Internet marketing niche for writing and creating products at a *blazing* fast speed – having worked with high profile marketers such as James Brown, Edmund Loh, Sen Ze, Aurelius Tjin, Jaz Lai, Gobala Krishnan and many others.

In the span of one and a half years, **he has written over 100 E-books** and he currently owns a **virtual real estate of over 100 blogs in various niche markets.**

Introduction



Welcome To Recession Proof Fast Cash Strategies!

In this E-book you will learn how come up with quick cash, even the economy is crumbling all over you.

This is a topic that is very close to my heart, as I've been involved with all sorts of business opportunities before my Internet marketing ventures.

After losing lots of money in many unprofitable schemes and traditional ventures, I didn't have the stomach for risks anymore so I've kept my Internet marketing costs to a bare minimum.

Thankfully, my efforts have paid off otherwise I wouldn't be writing this book now.

I'll keep this book short and simple because we don't want to waste anymore time now, do we? After all, the sooner you learn these strategies, the faster you will be able to monetize. I'm sure that having an extra hundred dollars will be quite useful 😊

We will cover the following topics:

- The concept of '*NO* cost, *Fast* profit'
- How Fast Cash Strategies Work
- The tools that you will need to accomplish this feat
- How to monetize your skills by giving them the Midas Touch
- Getting really fast traffic to your site
- Turning your blog into a cash cow
- The art of monetizing Fire Sales and Giveaway Events

So let's jump into this right away!

Khai

The Concept



The global market is extremely volatile. We get news from the media all day wondering if we will be facing the next economic meltdown weeks from now.

Investments and traditional businesses are no longer the pot of gold at the end of the rainbow. People feel that any investments that requires cash up front is usually met with skepticism as more and more businesses fail within the first 2 years of operation.

Another reason why people need fast cash strategies is because the majority of 'business opportunities' out there require a monetary investment.

Industries like network marketing or Forex or investments all require some money in order to start a business. Although these industries are HIGHLY profitable, many people are not willing to fork out cash to get a business started.

The only business that is completely cost-free is Internet marketing. Please note that there are certain business models that:

- Require money
- Do not require money or less than \$100

We will only talk about models that require less than \$100. All you need is your own personal effort – trading your time for money, that's all.

No money up front, no interviews and no risk. Just your time, that's all.

I call these business models – NO COST, FAST PROFIT.

Unlike what people say in buy low, sell high, I'm not even going to get you to invest any money and you do not need to wait weeks or months to get the money. A few days (and sometimes, in extreme cases... a few hours) is all that is needed to get the money rolling.

These business models are also considered an 'Iron Rice Bowl'. *(This is a Chinese term that means a business or career path that is immune to retrenchment or failure)*

All you need to do is to get started implementing these strategies because the only way you can fail is to read about it and do nothing.

How Fast Cash Strategies Work



Let's talk about how we can get instant fast cash.

The key is to leverage on other people's resources:

- Leveraging on their massive traffic
- Existing buyer's needs
- Free Search Engine traffic like Google
- Or even selling free stuff for good price (high value involved)

There are a few ways you can look for fast cash. You can make money through affiliate marketing or AdSense, but you must have traffic to come to your site. Since buying traffic is not really an option, your best bet is to leverage on Web 2.0 sites, article directories, press releases, blogs or forums to get those visitors to come to your website.

There are many degrees of buyers as well. There are people who are already pre-sold on the value of the product and there are others who are not in that category.

The goal is to go for these type of 'low-hanging fruit' because they are the easiest customers to 'close'. In fact, they are probably ready to buy with credit card (or Paypal account ready) in hand; it is just a matter of whether you are the affiliate credited for the sale or if it goes to someone else.

So you might as well be the one to cash in.

Google is also a very good place to get traffic. Using Social Bookmarking, you shouldn't have a problem getting ranked on lower competitive keywords – for example, if you write a review on [Squidoo](#) or [Hub Pages](#), you can leverage on their 'rank authority' and get listed on Google.

Lastly, there are many products with Master Resell Rights or Private Label Rights available on the Internet.

There are many places where you can easily and quickly obtain a large collection of products with Master Resell Rights or Private Label Rights. All you need to do is to look for these products on popular Internet marketing blogs or newsletters by subscribing to them.

You can easily make use of these products (they can be obtained at a relatively cheap price) and you can sell them off for a hefty profit (the following chapters will reveal how).

All you have to remember is this – you have all the resources you will ever need to produce fast cash, so do not worry about a lack of resources.

Tools That You Will Need



The screenshot shows the ClickBank website homepage. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Blog, and My Account, along with a search bar. Below the navigation bar is a blue banner with the text "AFFILIATE POWERED E-COMMERCE, WORLDWIDE!" and a group of five diverse people. Below the banner, there is a welcome message: "Welcome to ClickBank, the Internet's leading retailer of digital products." followed by a paragraph explaining ClickBank's role as the largest digital marketplace. Two main promotional boxes are visible: "Sell Your Digital Products Today!" and "Promote Products & Earn Commission Today!". Each box includes a "Click Here" button and a "More Details..." link.

All you need to do is go to [Clickbank](#) or [Pay Dot Com](#) and get started by promoting a digital product.



As I've mentioned above, [Squidoo](#) or [Hub Pages](#) are your best bets to serve as the platform for reviewing products that you can promote as an affiliate for fast commissions.

Other tools that you will need is a self-hosted Wordpress blog (or a free [Blogspot](#) blog if you don't have one).

Selling Services And Outsourcing



One of the fastest ways you can make fast money is by selling skills and services.

Can you do the following?

- Write articles
- Create beautiful graphics
- Debug or install a software or script
- Speak with an audible voice
- Even something as simple as submitting articles to article directories or comment on other people's blogs?

Let me tell you this – you can easily trade your skills for big money, especially if you are staying outside the U.S. and the currency conversion rate works to your favor. (Yes, even submitting articles for people or doing simple SEO work can be a very good way to get fast cash).

I've personally made tens of thousands of dollars just by providing writing services to people and it has single handedly funded my Internet marketing business while I was building it up. Today, I do not write as much but I outsource

a lot of writing to other people thanks to my established Internet marketing business.

All you need to do is go to where the clients are!

Here are a list of sites where you can easily look for work:

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

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

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

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

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

The first thing you must do is to create your own account or sign up as a member on these sites. You will need these accounts to apply for projects there.

By going to those sites will teach you how to create your own account there. You can post or bids for jobs while you are there.

Bear in mind, when you are just starting out, nobody knows who you are so you will have to earn people's trust. The fastest way to get noticed is to show good samples of what you are capable of and bid really, really low. You will get offers or opportunities if they see value in your work.

Make sure you bid for as many projects as you can. The biggest pitfall would be to bid for 2 or 3 projects and sit there and wait. If you are really desperate for money, make sure you bid for every single project you are capable of (if you can handle all of them).

Now, someone may ask...

“What if I have none of the skills and services listed above?”

Good question!

As a matter of fact, you can bid more jobs than you can handle and **OUTSOURCE** these jobs to other freelancers!

In other words, you the MIDDLE-man by bidding for projects and outsourcing to others even if you are not good at the skill or you are not willing to spend time working on it.

You can either outsource to other freelancing agents, or to people that you may know around your location. Preferably, it is better to go for someone you trust. The key to getting projects done is to consistently bid and outsource to the same person without telling them where you get the job (that way you can keep your profit margins higher.)

Getting Fast Traffic To Your Site

I will share with you 4 strategies to get fast traffic to your website and make money via affiliate marketing or AdSense:

Social Bookmarking



Social Bookmarking is one of the easiest ways to get fast and instant traffic to your website. This strategy is quite viable because there are millions of visitors visiting those pages on a daily basis. Sometimes, they even send out newsletters to recycle the traffic. Either way, it is one of the easiest ways to get people to come to your site.

Here are 5 of the best sites I submit to for massive traffic:

<http://www.digg.com>

<http://www.propeller.com>

<http://www.stumbleupon.com>

<http://www.technorati.com>

<http://www.delicious.com>

Article Directory Submission

Writing articles and submitting them to directories is a very easy way to get targeted traffic and increase your search engine rankings.

You can write a review and place your affiliate link on a [Squidoo](#) or [Hub Page](#) and drive traffic using a combination of Social Bookmarking and article directory submission. As long as you use a proper anchor text for your keyword you will be able to rank for certain terms easily.

A good example of using anchor text is to link a keyword like “Fat Loss 4 Idiots” rather than <http://www.fatloss4idiots.com> in the author bio box.

These following article directories are the best directories to submit your article to in my opinion:

Here are my 5 favorite article directories:

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

<http://www.goarticles.com/>
<http://www.articledashboard.com/>
<http://www.articlecity.com/>
<http://www.articlealley.com/>

If you can't or won't write articles, you can always go back to those freelancer sites (listed in the chapter above) and get people to write articles for you for as low as \$2 per original article or \$1 to rewrite an article (some might even bid for half of that amount).

Submit Press Releases

A press release is like a news center where it publishes the latest news. You can spread the word about your site in the following press release sites:

<http://prweb.com>
<http://imnewswatch.com>
<http://anybrowser.com>

Comment On Other People's Blogs

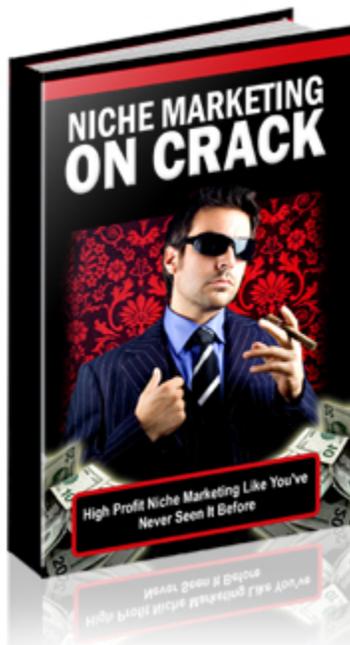
One of the easiest ways to get fast traffic is to comment on other people's blogs.

Of course, you must make sure you do the following:

- Choose high traffic blogs (e.g. John Chow, ShoeMoney, ProBlogger, etc)
- Make sure you are one of the first few people to post the comment there.

Bear in mind, never, ever spam your comments. Don't write one liners like "Good Post", or "Nice Blog"... make sure you post something constructive.

Recommended Reading



I would highly recommend Niche Marketing On Crack as it is a very good read and it will teach you how to get fast cash even during a recession.

It teaches you how to search for profitable niches and how you can easily get traffic with minimal effort on site or blog building.

Cash In On Your Blog Right Away

If you have a blog somewhere and it is rotting in cyberspace, then I strongly suggest you start monetizing them with the following strategies:

Getting Paid To Write Posts

Here are a few sites you can get a free account and start getting paid to write blog posts such as paid or sponsored reviews:

- [Sponsored Reviews](#)
- [Pay Per Post](#)
- [Review Me](#)
- [Blogvertise](#)
- [Smorty](#)

The key is to bid for relevant topics on your blog and you can get paid anywhere from \$5 up to \$50.

Getting Paid To Publish Links

As long as you are willing to display links and send link juice (Do-Follow links) to other people's sites, there are companies that are willing to pay you for placing links up.

Here are a few good places to sell links:

- [Text Link Ads](#)
- [Blog Rolled](#)
- [Kontera](#)

Become A Guest Blogger On Other Blogs

Another good way to get fast cash is to blog on other people's blogs. If they are offering opportunities, you will be able to get some exposure and money to pay the bills while you are building your very own blog.

You can apply for jobs at:

<http://www.jobs.problogger.net/>

Or at

<http://www.performancing.com/forum/326>

Run Your Own Fire Sale And Giveaway Event

Example Of Running A Successful Fire Sale

A Fire Sale is a very good example of how you can gain very fast cash by pooling together a bunch of valuable products and selling them way below the normal price for a limited time only.

Vince Tan, a World Internet Summit (WIS) speaker has launched the biggest fire sale in the world, in an attempt to make more than 7-figures worth of sales without putting down a cent in terms of investment. This is just an example of using a fire sale concept to raise fast money (and big money as well).

Here is how you can run your own fire sale easily:

- First gather a bunch of useful products with Master Resell Rights or Private Label Rights (make sure you check the terms and conditions carefully to see if they can be bundled and resold or not...)
- Compile them into a package – preferably a good theme or have a good reason to run one (maybe you can call it a recession fire sale)

- You don't need to be a genius in copywriting, just swipe (not plagiarize) a good headline and change it to suit your own style. Place the product pictures one by one and you will have a sales letter ready.
- Invite a few JV partners to promote your fire sale. Even if you don't have a mailing list, you can ask your JV partners to contribute their products and link them to their landing pages. That way you kill two birds in one stone – gathering more JV partners and getting them to contribute products to your fire sale. A Sweet deal indeed.
- Sell for a very limited time using the scarcity factor and watch the sales roll it.
- You can try not to end the fire sale as well. Just keep them ongoing but raise the price a little to be fair to those who bought during the introductory or launch period.

Example Of Running A Successful Giveaway Event

Here is another good example of a perfectly executed Giveaway Event.

A Giveaway is an event where people get together and contribute gifts, and everyone works together to drive traffic thus sharing and building each other's mailing list in the process. Not only this a good list building exercise, you can also earn some profits while the traffic is still fresh.

Basically what you will need is a good theme once again.

Invite partners to contribute gifts and make sure everyone drives traffic to the site.

If you are the host of a giveaway, you will have lots of advantages because you usually be the one who gets the most leads or be the first to get traffic.

Once they have opted-in to receive your gift, you must make sure that you lead them to a good one time offer (OTO) page and sell them a product there. In addition to that you can also install a tell-a-friend script to get them to spread the word about your gift.

Recommended Case Study

Be sure to check out the biggest fire sale and watch how Vince executes one of the most successful fire sales in Internet marketing history.

Conclusion And Summary

I will end this book by sharing with you this principle.

Reading without acting upon your knowledge will lead to frustrations and confusion because you will have all the knowledge in the world but you will only constipate your mind if you don't take action.

At the end of the day, time is running short and you have to get started right away otherwise, even time will not be a luxury for you. You have to test out every single strategy and not put all your eggs in one basket (after all, the financial situation is already bad enough so make sure you diversify).

I wish you all the best in your endeavors.

To your success!



Khai