



Special BONUS Report # 1:

How to Make Lots of Money On the Internet... Even When Starting From Scratch!

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In this bonus, you're going to learn something interesting about being a "newbie" on the Internet:

It's the worst position you can be in. (Well, you probably already suspected that.)

But, oddly enough, it's also the **best** position you can be in.

Why the contradiction?

Simple.

It's the worst position you can be in because everything looks like it's uphill for you. Nobody knows you. You don't know where to start. And, from an outsider's perspective, you can get the impression that it's a closed circle.

But, it's the **best** position to be in because

- a) this is a **rapidly growing market**, and there's room for a lot more players. In fact, there will be plenty of room for at least most of the rest of this decade
- b) **everybody** – and we do mean **everybody** – is looking for new people both to provide profitable products (that are a fit, financially and content-wise) for their market
- c) **too many people** – including, even, some of the "established Internet players" – are thinking only of themselves and not of their partners in making offers and structuring deals. If you can be the "refreshing exception," you can make a lot of money.

The reality is, it will take you some work and time to get up and running. But, surprisingly, not as much as you think. For what to do and how to do it, read on...

Let's start with common beliefs.

Conventional Internet marketing wisdom says that you must have your **own** customer list in order to make any money online.

If you don't have a list, how do you make money?

Well, banner advertising proved conclusively that it won't lead to profits in the vast majority of cases. So you can't use that.

"Opt-in" lists that you rent from anonymous mailing-list brokers turn out chancy at best, wasteful at worst! So that's not a viable option, either.

Pay-per-click search engines often seem profitable only to the people who own the search engine! Scratch that.

What does that leave you with?

How do you make money online?

In short, to make money, it looks like you need to start with a voluntary subscriber list – people who already joined a list explicitly because they want to receive emails about a certain topic.

So, you're probably thinking – “Great! But without my own list, won't that prevent me from making any money on the Internet?”

Not at all!

However, you must learn to use **other skills – including your imagination and your ability to discern, articulate and deliver what other people really want** – in order to make money without having your own list.

But – and here comes the irony – come to think of it, you'd need to do the exact same thing with your own list!

In this special Bonus, listen as both Jim and David show you step-by-step how they got started ***without lists of their own...*** and proceeded to build large businesses online.

And, they'll show you exactly what you need to do to accomplish the same for yourself.

So... even if you start out with nothing — no list, no product, no track record — you can **still** use these techniques in this Bonus (and they differ from than the 11 “overnight” techniques we discuss in the main book).

But for goodness sake, don't set yourself up for instant rejection and a traumatizing failure by going for the top right away.

A little leaguer doesn't expect to play in the World Series his first season!

Someone acting in summer theater doesn't make it to Broadway in 2 weeks.

A local reporter doesn't move up to CNN within 6 months of picking up a microphone.

By the same token, don't go after the major players on your first shot with the techniques we discuss here in this bonus!

Instead, go to someone smaller who needs help and work with them first. Those people have smaller lists, but many of them will want to do something immediately – today! If

you show them a way to make money, some sales copy that works, and a product that sells (even someone else's) some of them will work with you.

Work with a few people like that to establish your track record as a “can-do” profit producer who puts quality deals together quickly, consistently, and ethically. Once you build that reputation you'll find no limit to what you can do and who will work with you.

Even if you already have a list, you will find value in here.

But if you haven't built a list yet, then you want to glue your eyes to this Bonus report as the perfect first step. ☺

DAVID: We used other people's lists to help them (and us) make money and get our real start on the Internet, at the same time we both used pioneering methods in terms of Internet marketing.

JIM: Right, I got started in using other people's lists by taking it much further than most people do when they try to use another person's list.

Usually people just try to find somebody to endorse their product with a “stand alone” email to their list or to say good things about them or their product in their newsletter... and hopefully they'll make sales as a result.

When I got started, I knew that without a list I could only really make it big — and make it *fast* — by jumping into somebody else's list. But, I also needed to **cash in on their credibility** at the same time.

That meant doing a joint venture with someone you should know, Joe Vitale.

I approached Joe about doing a joint venture in which I would write the vast majority of an ebook we later named “[How to Write and Publish Your Own ebook... in as little as seven days](#)”.

I told him I would compile the book (incorporating his writing in various places). I would write the sales letter. I would do everything that needed doing. **I would pay all of the expenses** associated with creating the book. I only make my money back and get paid for my time if Joe approved the actual ebook itself.

I gave him full editorial control over the ebook, the sales letter, the advertising, the marketing — over everything! He could say “no” at any point, walk away and he lost nothing.

Now that may sound risky – and may have been quite risky – but I set up a situation where **Joe had everything to gain and nothing to lose!**

As it turned out, I put together most of the ebook at first (though Joe really pitched in when he saw I meant business), created the entire website, and we rolled it out to his list. By the way, I made more money in the first week we rolled it out than I made in the previous two months at my “job”.

With that ebook I’ve made a lot of money... I truly launched my online career... and I did it all not with a list of my own, but by:

- finding somebody with a list — and —
- making them an offer they couldn’t refuse!

By the way, a little over one year later, we’ve sold over 3,561 copies of that ebook at \$29 each and sales continue very, very strongly... and, most importantly, I started developing my own lists as a result.

That comes to over \$103,269 in sales in a little over one year from one ebook... and that doesn’t include all the backend sales, up-sells, and cross-sells! ☺

So even without a list... **you can’t use any excuse either.**

You can find somebody (lots of people actually) with a list that targets your audience.

You can make them a deal they can't refuse in order to gain access to their list... and you can create massive results for yourself in the process.

But you also must realize that you will pay your dues if you want to break in like I did. But if paying your dues means making more money in a week than you made in the previous couple of months — gee whiz. ☺ How can you make such a hard decision?

So my advice, whether you read the “Immediate Money Immediately” book or not:

- A. Go find somebody with a list.
- B. Find out exactly what their list wants to buy... or try... or the goals they want to accomplish.
- C. Make the list owner a deal to work with you they can't refuse.
- D. Consider making a deal by going as far as I did by actually doing the vast majority of the work, creating the ebook, and taking all the risk yourself.
- E. If you can't work with those terms, then make a deal with less risk to you. But you still put the whole thing together in such a way that they absolutely cannot refuse to work with you.
- F. **Make sure they have everything to gain and nothing to lose!**

DAVID: My story sounds a little different, but the same idea applies because, when I got started with information products on the Internet, I lacked a list.

I did have a product, but not in a digital format.

I had a very thorough and detailed tape and workbook version which came from a seminar I gave called “[The Money Making Copywriting Course](#)”. Coincidentally enough, the same person that Jim just told you about, Joe Vitale, played an instrumental role in my success...

Joe introduced me to Mark Joyner who owns one of the biggest lists on the Internet. Mark owns a company called Aesop.com.

Joe suggested that I send my copywriting course to Mark because he might want to put it up on the Internet as he already successfully did with several of Joe’s books.

I sent Mark a copy. He listened to it. He liked it. He went through all of the technical procedures necessary to take a seven-hour audio course with a paper workbook and turn it into an Internet product.

We rolled it out in April of 2000.

Mark asked me not to discuss exact sales numbers, but I can tell you without giving you numbers that sales have been very, very, very strong. ☺

Let’s just say, in my first month alone, **I made more money in commissions than most authors make for their entire publisher’s advance for their first book!**

And, I continued to get monthly commission checks just for this product, many of which covered all my business and many of my personal expenses. Just from that product alone.

Also, because of Mark’s promotional network, articles I wrote to promote what finally turned into “[Killer Copy Tactics](#)” on the web, appeared on hundreds, if not thousands of websites and in countless ezines all over the world.

Because of Mark’s list, I could concentrate on producing the product and writing some of the promotional articles.

I didn't own a list and, frankly, I still don't. Now, before you drop your jaw on the desk in shock, let me explain...

I share a list on a product that Jim and I created ("[eBook Secrets Exposed](#)") as well as our Newsletter, "[Info Marketing Update](#)."

But, frankly, I don't administer lists well. My greatest strength lies in writing promotional copy and coming up with good ideas for products, but I would rather let someone else who's good at it, like Jim, handle the details.

I also want to strongly emphasize to you that lack of a list for you won't pose an obstacle. Accept your present circumstances - **it does not prevent you from making money on the Internet.**

It simply presents you with an opportunity to get creative with your approach to others and persuading them to work with you. You should understand quite clearly at this point that other people followed our step-by-step approach and **you can certainly do something similar yourself... even if you never created your own product!**

**Here's a burning question you might have right now...
Can You Name some "Sure Fire" Ways To Use Other
People's Lists For Me To Sell Products... and Make
Money On The Internet?**

JIM: Do one thing first for certain, when you want to use other people's lists. Ensure that you really and truly understand their subscribers' / customers' demands!

Find out their subscribers' wants, their needs, and their desires? We already told you how!

Second, you must frame everything you do and say to the list owner from the standpoint of how it will benefit him/her (the list owner). Don't explain it just from the standpoint that it will make them a lot of money!

You must address three points when approaching a list owner. You must show them how working with you will help them do three things:

- (a) make money
- (b) grow their business
- (c) enhance their image in front of their audience.

DAVID: For example, let's say you want to approach a list owner who sincerely wants to give people lots of inside nifty "nuts and bolts" secrets about how to get more traffic to their website.

You must make sure your offering either provides a product that fits in with, or directly relates to, their normal subject theme (traffic generation). Or you give them information (usually a valuable article) about a specific topic that ultimately leads to a product or service which will make money for both of you.

In other words, **you put the needs of the list owner and their agenda first.** This means finding a way to help them **get more of what they want** by fitting your business activities into that – not the other way around.

Simply making them money often won't give a good reason to get them to work with you. You must help them build their business and reinforce their relationship with their subscribers at the same time.

JIM: Right. Plus, by setting everything up so they get **more of what they already** want, they'll work even harder to get it. As a result, **you will get what you want even faster!**

If you want more subscribers, more money, more sales — and you want to use someone else's list to get them – **then give them what they want first!**

Use this approach to help stack the odds of them saying "yes" in your favor, especially when trying to persuade someone to sell your existing product.

Frame it in terms of everything they will get, but also **make it as easy as possible for them to work with you.**

Understand this: Most list owners, especially the good ones you'll want to work with, can't always find the time to work with you, even if they want to.

DAVID: That means you need to give them **turn-key** solutions.

You don't say, "Here's my product. Here's a link. Good Luck. Make some money."

You need to give them marketing material and sales letters, completely ready and formatted for their newsletter or website... and in the same style and tone their readers expect from them.

Think everything through so you actually offer the people you approach a service rather than just adding to the high pile of their existing work.

JIM: Exactly! That means giving them ads that work... email teasers proven to bring visitors... and a sales letter that converts those visitors to buyers.

You must reduce their workload to the point where they need to invest about 10, 15, 20 minutes in order to do whatever you require. In most cases you want them to send out an endorsement to their list for your product — or a product where you own resale rights.

DAVID: I'll give you an example. I know someone with a very strong and loyal subscriber list of about 40,000 people. The majority of his revenue comes from paid ads in his newsletter. One day I got a call from him and he said, "I got from unsold space for an eight line ad. Do you have an ad that converts really well for one of your products I can run?"

I said, "Sure, when do you need it?" and he said, "Now!"

In his case, he needed a fast reaction. If I started complaining or bargaining for more time, he would politely hang up and call somebody else.

I emailed him the classified ad, and we made several sales that day we wouldn't otherwise... all because we made it easy for him to do business with us.

It really helps to stay prepared, ready for these opportunities, and as accommodating and flexible as possible when someone else agrees to work with you.

JIM: Right - and these techniques work even if you didn't create your own product!

Let's say you own resale rights to a product, but lack a list. You can persuade a list owner to work with you and you split the profits.

I personally have been involved in a number of transactions where I knew a list owner controlled a subscriber base well targeted for a particular offer, with resale rights available. The list owners could very easily just purchase the resale rights to the particular product. **But they couldn't find time to do it and also set it up on their websites to sell it.**

I sometimes can set up deals where I give them ads, or they do stand-alone mailings, while **acting my affiliate for a product with resale rights they could easily purchase on their own.** Why? Because I provide everything they need to make money and they don't need or want to go through the extra efforts of:

- Finding the product
- Setting up a site to sell it from
- Configuring a shopping cart
- Setting up a sales pages
- Writing an email teaser
- Dealing with tech-support questions
- Paying for credit card acceptance

They just plug in what I give them and make money.

People like it when you hand them a ready-made, proven plan to make money... just human nature, I guess!

Now, granted, this technique won't work very well on products with resale rights anyone can get for free or included with a \$20-\$40 purchase of an ebook. But it will work on products where the resale rights cost enough that not everyone can instantly slap down the fee to get the resale rights (\$97 or more).

But with tools that work and a sales letter that converts and email teasers and ads that draw traffic, spending \$97 to get resale rights to a quality product equals the proverbial drop in the bucket.

DAVID: And the important thing for you to realize here? Jim uses his experience, his smarts and a lot of resources and a lot of knowledge. But Jim didn't describe anything you can't do yourself.

Maybe the difference comes down to one fact. Jim took the time to think these things through to learn how to do them. Then he took action to make them happen. **You can do the same thing!**

JIM: Thanks for saying I'm smart, David, but the simple truth is that I actually just made more mistakes than most people — in a shorter period of time! ☺

A wise person once said,

“Before you can be great, **you have to be good...**

“And before you can be good, **you have to be bad...**

“And before you can be bad, **you have to try!**”

My advice to everyone: You just keep a good attitude and keep trying.

You keep building relationships which will finally pay off in the end.

You keep taking a lot of actions and approaching a lot of people to carve out your spot in your industry... and some industries will take longer than others, **but persistence will pay off.**

DAVID: And the part about trying and being bad means that you definitely will stub your toe occasionally. Don't take it personally, don't worry about it.

Stop, analyze, review it, learn from it, let it go, pick yourself up, dust yourself off, move on.

That way you'll get good and, ultimately, you'll get great.

JIM: I know another way you can approach somebody to work with them on their list. Do just like I did with Joe Vitale.

Offer to create a product exclusively for their list first!

You go to somebody with a list in a particular industry, let's say people who continuously want to buy real estate at a discount.

Suppose this owner lists 10,000 people. You could go to them and say, "Hey, I would like to create a product for your list. I will give you half of everything that we make as a result of my creating this product. Your list will get first crack at it."

The motivation for them stays very simple.... access to a great new product and they can offer it to their list before anyone else can get hold of it and make some money first!

I know you will get takers on that. ☺

Now, imagine if you went to somebody with 10,000 names on a list of highly-targeted people and said, "I will create the product and I want to put your name on it along with mine. I want you and I listed as 'co-authors' on it. I'll do all the work and then we'll roll it out to your list initially, splitting all the profits.

Next, we'll roll it out to the rest of the Internet and I'll still split the profits with you while I do the majority of the work."

Do you think you could convince somebody with a big list and a good name to work with you like that? Would it give your online career one heck of a jumpstart?

Of course you could... and of course it would!

DAVID: A lot of people carry this preconception that successful online people sit around in Hawaii at expensive resorts all the time. Maybe they go off to the Mediterranean enjoying their lives and they don't really work very much.

Well, that may hold true of some people. But for the most part, successful online people keep very busy working on lots of different projects.

The one thing they don't own? Time! Yet, they built up this list. A list which represents their most valuable business asset, a money machine! But they can't find enough time to research and create the promotions they know could make them more money... if only they could find the time to create the products, write the offers, and send them out to their list.

JIM: Right, and they also don't want to risk their time in testing test ads which you didn't test. They protect their time as an investment which they make everyday over and over!

DAVID: Exactly. So if you can understand their mindset, their situation, their needs, and how they keep looking for ways to maximize the investment they already made in their list — and provide them with a solution they want — you can get just about any list owner to work with you.

Just look at the way Jim and I described what we did.

Both of us created opportunities for other people where we shouldered most of the risk initially (in product creation, research, and time spent on sales letters,

etc.) and the people we worked with could see we went the extra mile and stayed totally committed to their success as well as our own.

That type of dedicated, thorough approach to others will make the difference for you too if you want to succeed quickly online!

You have to admit – this is pretty powerful stuff! How to make money with a subscriber list, *even when you lack one!*

What you just read may appear as simply common sense. But go over it again and again – because it can make you a *lot* of money once you understand it and begin to implement it in your daily business actions.

There are specific steps and important insights in there that Jim and David took **years** to learn how themselves – after overcoming many notions that sounded good but turned out not to be true.

Learn this information... try it out, step-by-step... make it part of your regular practice and daily habit patterns... **and it will get you up and running and making money online.**

Use it consistently and intelligently enough, **and it may even make you a fortune!**