

This guide is written by Tasik Sinha.

<http://www.internetmarketingsuite.com> (Resell Rights Magic)

<http://www.internetbusinessinfo.com> (Free e-books)

<http://www.orchii.com> (\$195 Value Free Traffic Software)

Customized Salesletter

The Information Freeway !

And now for something really different

Do you know how to use email ? Then you should be making money hand over fist on the internet !

And now for something really different

By the time you're finished reading this letter, you'll know EXACTLY how I'm doing it, and how YOU can too !

Here we go...

Introducing " The Complete Internet Business Starter Kit " !

If you can spare just 5 minutes of your time, I promise to deliver an opportunity unlike anything you've ever seen !

You CAN start a very profitable business on the internet WITHOUT spending a lot of money !

How would you like to start a spare time business with YOUR OWN kit of cutting edge information products ? What if everything in the kit came with unlimited and unrestricted ownership rights ? You could sell this much sought after information for whatever price you wanted !

*** And get this ... You could even offer those rights along with your products ! You'll be helping others start their own business ! ***

Would you be interested in an opportunity like this ?

How about if all the work has been taken out of it ?

As you know, there are many "business opportunities" floating around on the internet. Some great, some not so great. But how can you tell the REAL opportunities from the money pits ? YOU CAN'T ! All you can do is choose a path and hope it's not a dead end.

If you CAN find the right opportunity, you can make a bundle of money in a very short time. Here's why...

The " internet population explosion " is now under way. The actual numbers are a little hard to fathom, but here they are...

In 1996 alone, over A MILLION people per MONTH have been signing up with an internet access provider ! That's over 12 MILLION people per year ! Even if this rate remains the same, and many expect it to increase, there will be more than 100 MILLION people online by the year 2005 !

So what does this mean to you ? Simple. Like you, many of these 12 million newcomers per year will be looking for legitimate business opportunities. They'll also be looking for specialized information that will teach them how to start and operate their own high income, online business. The fact is, there are simply just not enough sources to meet these overwhelming demands !

That's where you come in !

You can meet BOTH of these demands with this Complete Internet Business Starter Kit !

Now, in a minute I'm going to tell you exactly what this info kit consists of. But before I do, I want to explain how it's a little different from ALL the others...
Everything in this kit comes with UNLIMITED AND UNRESTRICTED REPRODUCTION RIGHTS !

O.K. So you've seen reprint/reproduction rights being sold before. * BUT NOT LIKE THIS!! *****

" UNRESTRICTED " means just that ! Not only can you sell this kit as YOUR VERY OWN, you can sell ALL rights along with it !

That's what makes this kit sell with very little effort !
Check around ! You'll never find another company that lets you do this !

(Actually, I've taken a little heat from some of my fellow info brokers over this decision. They insist I'll create my own competition. But when I explain the raw numbers of people jumping online every month, they seem to quiet down very quickly!)

All right, here's what this exciting new

information kit consists of...

" The Information Freeway - Manuscript ! "

A 32 page manual written specifically for people starting their own business online.

It covers everything from rules and regulations, to how to use the newest online marketing strategies, including direct email ! You'll learn everything you need to know about this brand new world of opportunity !

" Five new reports designed to help upstart netrepreneurs ! "

These aren't the typical out of date reports that circulate til the end of time. These reports contain real info you can use !
Check these out ...

How To Protect Your PC From Email Viruses !

How To Get Over 300 Prospects To Email You Weekly !

Insiders Secrets On Advertising With The Major Online Services !

What's Wrong with The World Wide Web !

Taxes For The Home Based Business Owner !

" Proven, Tested & Guaranteed to Work Sales Letter ! "

And get a load of this !! To make this a Complete Internet Business Starter Kit, you'll get your own customized version of this same e-sales letter that has already pulled thousands of dollars of sales over the years.

You just copy-paste this profit pulling sales letter template as your very own and instantly start getting sales without writing a single word. You can use any or all of the letter, modify it if you wish as your own !

**All the "work" has been done for you !
It just doesn't get any easier than this !**

O.K. Let's get down to the nitty gritty !

I'm sure you're thinking, "O.K. Sounds good, but how much

is this gonna set me back financially" ? You've seen what everyone else is charging for information that's not nearly as comprehensive as this... \$149.00, \$ 99.00, \$69.00 bucks ?

Well, Prepare To Be Shocked !

This entire information kit is only \$27.00

Sounds too good to be true ? That's what others have said. That is, until they received their kit and saw for themselves just how easy it is to make money on the net !

2 Free Bonuses For Everyone Who Orders within 3 days !

Here's a little more incentive to check this out ...

Bonus #1. 7-Step Quick-Start Guide !

A 7 step quick start guide to jump-start your own internet business up & running in a flash. It contains information about everything you need to get started in record time.

**Bonus #2. Super Affiliate Finder Software !
(\$197 Value)**

With this software you can find unlimited number of super affiliates who are waiting to sell your product to their subscribers or customers I Just send them your Join-venture proposal or call them up and build an ARMY of affiliates who will be making you money 24 hours a day, 7 days a week. This is the easiest way ever to make millions on the internet. I will tell you exactly where to get this software for FREE !

Well, that's about it. As you can see, this is truly a Complete Internet Business Starter Kit ! Right down to your own deal closing sales letter ! You're already paying to be online, why not make some money ? Even if you sell ONLY ONE KIT, you've broken even ! Everything after that is pure profit !

12 Months Money-Back Guarantee !

Now that you know what you stand to gain, let's consider what you have to risk. Just \$27.00 ! I'll tell you what, I'll even take this risk right out of the equation ! If you don't think this opportunity is for you, just ask for an immediate refund within 12 months ! You will get your full money back ---

NO QUESTIONS ASKED !

Getting Started is EASY !

If you are really serious about making a lot of money on the internet you must realize that you need your own product to establish an online business. There is no other alternative. There are a very few who become successful by affiliating other people's products or services.

[Click Here to get started](#) with your very own online business in the next **5 minutes !**

Remember, not only will you be learning the most up to date information about making money online, you'll be teaching others how to succeed ! (And making money in the process !)

Thank you for your time.

"THE INFORMATION FREEWAY – MANUSCRIPT !"

The following information has been thoroughly researched to provide the reader with the most concise and accurate information as possible. It is sold with unlimited and unrestricted reproduction and resale rights. Additionally, these rights may be transferred to other parties as desired.

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INTRODUCTION

You've always said to yourself, "When am I going to stop working for someone else? When am I going to make all my hard work pay off for me, instead of someone else?" Well, you're finally starting to do something about it! And you have chosen the perfect time! The explosion of the internet population through the mid 1990's has levelled the playing field forever! It is now possible for the "little guy" to step up and make the big money!

Wouldn't it be nice to someday walk into your boss's office to explain how you really don't need the job anymore? While this may sound like a wild fantasy to many people, it is becoming a reality to more people than you may realize!

Now, let's set the record straight right here and now. I'm not about to make crazy promises with rags to riches fairy

tales. I'm also not going to recommend that you have that little chat with the boss tomorrow morning. Here's what I am going to tell you. The drive and ambition that prompted you to purchase this, coupled with the information you are about to discover, will finally get you going in the direction of financial independence. Ask any financially independent person you can find (truly financially independent) and they'll all agree on one thing. You can't get rich working for someone else!

So, without further adieu, let's get the show on the road as they say. Or more appropriately for our purposes, let's keep the show at home. The following information has been organized in a manner that will assist you through the process of building a successful home based business as smoothly as possible.

Be sure to give it your undivided attention, as it is not light reading material. Remember, this information, if used properly could very well lead you to your goal of financial independence!

AT LAST! A BUSINESS OF YOUR OWN!

At last, A business of your own! You've finally made a decision to move in the direction of financial freedom!

Given the technological advances in today's society, home based businesses can do nothing but get stronger and stronger. With the personal computer and other high tech gadgets finding their way into many homes, there may soon be very few reasons to leave the house for anything at all. After all, one would already be hard pressed to think of a single thing that is not readily available via the internet.

Many people are turning to the online marketplace for the specialized information that will make their lives easier or richer. With the online population expected to exceed 100 million by the turn of the century, the customer base is virtually unlimited. Needless to say, with the right information product, strategically marketed to the right consumer, a company can turn quite a profit.

There is no question that the only way to become financially independent is by owning your own business. Yet the financial reasons are just the tip of the iceberg. The feeling of accomplishment you get from owning your own business can be incredibly satisfying. Ask anyone who has started their own business if they would trade their status as entrepreneur for their old nine to five grind. I'd be very surprised if you received a yes from any one of them. Even if their business has yet to turn a profit, the mere fact that they are in business for themselves is enough to keep them from missing their status as "employee".

You know how much you are making right now in your current job. You also probably have a good idea how much you'll be making in two, five or maybe even ten years from now. That is if you continue working for someone else.

When you start your own company however, the sky is the limit as far as earning potential. There's absolutely nothing wrong with keeping that nine to five job for as long as you want. Even after you have established a firm hold on the concept of making money on your own, you may prefer to keep right on working your regular job. There also is a good chance however, that you may eventually find it only serves to weigh you down in your effort to make more money at home. Many companies started at home, by one person in their spare time have flourished into major enterprises with revenues in the millions.

Just remember, nothing in this life is handed to you. You must be willing to make the commitment to work as hard as it takes to achieve the goals you set for yourself. If you would be content with an extra ten or twenty thousand dollars per year to supplement your income, then set that as your goal. Strive for it and achieve it. If you want to turn your business into a full time venture, then you'll have to work even harder.

BUSINESS MATTERS TO ATTEND TO FIRST

For those of you just starting from scratch in your own business (that's probably most of you), there are a few

business matters that will need to be addressed. It's a good idea to take care of these matters relatively early in your business venture so you can concentrate on the heart of your business plan, that is, actually making money. I won't go into too much detail, but I'd like to touch briefly on a few of the more important issues.

The first issue to concern yourself with is licensing and registration. There are many companies in existence today that have not taken the time to concern themselves with these "details" and therefore are not operating legally. Don't let your company become one of these "under the table" operations. Not only are there many tax benefits when operating legally, but the feeling of clear conscience alone can be just as important.

The first step in the licensing and registration of your business is to call or stop by your local town hall and tell them you are interested in starting your own business. Ask them if you need to register this business and if there are any special requirements or licenses for a home based business in your area. More than likely, you will not need any special permits or licenses to operate a business out of your home, however you may need to register this business at a local and or state level. This is so that the public will be informed of your new business venture.

The next issue you may run into when checking into these business matters is zoning. Many of the zoning laws in the U.S. have been on the books for a long time and are largely ignored by home business owners. I do recommend however, that you become aware of the zoning laws in your area, even though the type of business you'll be operating is usually not subject to zoning problems. Most of the zoning laws on the books are there to protect your neighbors' rights. Many officials realize that home businesses are on the increase everywhere and they tend to look the other way, unless requested to do otherwise by angry neighbors of a zoning violator.

RULES & REGULATIONS

Since you are planning to start your own business, you need to be familiar with some of the rules that govern this

industry. For all intents and purposes, this business would fall under the category of a mail-order business, especially if you plan to offer your information products in hard copy form. As long as you plan to run your business on the up and up, you should have no problems with any of the laws on the books.

Lets run through the major issues and see how they will pertain to you and your new business. Although there are many more regulations than what we will cover here, the thing to remember is this. Don't cheat anyone out of their hard earned money. When you run an honest business you stand a much better chance at success. Here are some of the basics.

The Mail-order rule.

The Federal Trade Commission passed this rule in 1975. It is also known as the 30-day rule. It states that any order solicited through the mail must be shipped within 30 days after receipt of payment. When you are soliciting orders for your product, you must believe that you can fill these orders within 30 days or specify the length of time it will actually take. Example: (Please allow five weeks for delivery.)

If you do not ship within 30 days or the specified time, you must notify the buyer of the delay and give them the option of canceling their order or accepting the delay. You must refund payment on any canceled orders promptly. This rule has been recently amended to include all orders taken over phone lines as well as through the mail. This rule is strictly enforced and should be taken very seriously.

Truth in advertising.

This can be summed up quite simply. It is unlawful to mislead the public in any way. You must describe the product being advertised clearly, without making any false claims, or omitting any important facts that the average person would need to know. Also, the word "new" should be avoided when advertising since it only gives an accurate description of your product for the first six months of its existence. Also, the price of the item must be clearly stated in your

advertisement. Be careful when stating prices. It is unlawful to claim that the price of your item was formerly higher than the current asking price unless you actually sold a substantial number of items at that higher price.

Any testimonials given must be genuine and authorized by the person who gave them. You should be prepared to show proof of any testimonials and they should be of an honest nature.

When giving a guarantee, it must give details of how it is carried out. Example: "If you are not completely satisfied with the product, return it in reasonably good condition within thirty days for a full refund." This clearly states the length of the guarantee and the conditions.

Keep in mind, these regulations have been put into place to protect the public. Unfortunately, since the early days of traditional mail-order there have been many companies that have operated in an illegal and deceitful manner. These companies have come and gone like the wind, and any companies started based on unlawful premises in the future are sure to meet the same fate. As you can clearly see, as long as you operate your mail-order operation honestly, you'll have no problem abiding by these rules and regulations.

START UP MATERIALS AND COSTS

Now that we have covered the necessary evils, lets start looking at some of the things you may need to purchase in the early stages of your business. One of the main reasons that a mail-order type of business is so attractive to the would be entrepreneur, is its low initial start-up investment.

The list was made with the assumption that you already own a computer and all the hardware and software necessary to connect to the internet and send and receive E-mail. Other than your monthly online charges, as you will see from the list, you really won't to spend much, if anything!

Research material.

Anytime you take on a new venture, whether it be a business or a hobby, it's always a good idea to learn as much as you possibly can about this new interest of yours. This means you should read books, instructional literature, magazines and anything else related to your new area of interest. You can purchase these items or better yet, make a trip to the local library. The libraries are filling up with information about online services!

Expected cost: \$0-\$100.00

Registration, liscensing, permits.

You may need to do some form of registration to make your business legal. As suggested earlier, check with your local officials to find out exactly what is necessary in your area. Don't make the mistake of waiting until it's too late. Do this relatively early in your business start-up period so you won't need to worry about it later.

Expected cost: \$0-\$200.00

Basic office supplies.

You certainly can spend a lot of money here, but don't. Just start with the very basics. Pens, pencils, paper, business size envelopes, and a good notebook should get you started in the beginning. You can purchase other larger office supplies on an as needed basis. Not included in this basic needs list is shipping supplies. These don't need to be purchased until you've actually sold your product. You should look into prices though, to get a rough idea on the cost.

Expected cost: \$0-\$20.00

Business checking account.

You should open a business checking account sooner or later to keep all of your business transactions separate from your personal finances. It is important to have your business name on your checks to keep a professional image. You should open this account once you have chosen a name and registered your new business.

Expected cost: \$0-\$50.00

Office equipment.

Most people can probably get by without purchasing any office equipment at all. I started with an old card table with folding legs. The point is, don't go out and buy anything until you absolutely need it.

Expected cost: \$0

Printer

If you don't already have a printer connected to your pc, you should think about getting one. You'll eventually need to print a letter to a customer or envelopes or even sales literature. Although you don't need to have one right away, consider the time it will save you in the long run. Anyway, here's a few things to consider before you purchase.

There are basically three types available. Listed in order from low price range to high, they are the dot matrix, the inkjet and the laser printer. Of course the laser printer produces the best quality printing at the highest speeds, however you pay dearly for this performance. The low cost dot matrix type printers print at a decent speed, however, the quality is generally not as good as the other two.

After much research, I would recommend an ink jet printer for someone just starting a home based business. The prices are sensible and the printing quality is more than adequate.

All three types come in black or color. In the average prices listed below for each type of printer, the lower cost reflects black and the higher cost reflects the color models.

Dot matrix printer: \$100 to \$300
Inkjet printer: \$175 to \$500
Laser printer: \$325 to \$2000 or more

Software

You should think about getting a good word processing or desktop publishing software on your computer. There are many available on the market ranging from \$90 to \$900. If you don't already have something similar, be sure the one you purchase has the ability to do labels and comes with free technical support. Another very helpful type of software to have is a mail list or address list program. You can keep a running customer list and keep track of product ship dates, amounts paid, E-mail addresses and other pertinent information. It is also very helpful when offering new products to existing customers.

The only thing I failed to mention in the list of start up items is something that you can't purchase...space. Of course you are going to need some space to set up a mini office type of environment. A spare room, a basement or even a card table like I used should suffice in the start up period of your business.

Once your business starts to grow, you will begin to require more space, so try to plan accordingly in the beginning if at all possible. It's also a good idea to pick a place where you can get as much privacy as possible. I know from experience however that sometimes this is virtually impossible in some households. Anyway, try to pick a good place at the start since it is very difficult to move everything once you have settled in.

That just about does it for start up materials. You will probably come across a few things here and there but there won't be many surprises now that you've read this fairly extensive start-up list. As you can see, you shouldn't need to purchase much to get started. Actually, most people won't need to buy a single thing! However, if you do need to get a few of the items listed, don't do it all at once! There's no reason to put yourself in the poorhouse before you have a

chance to sell a single thing. Take your time in acquiring everything you decide to get.

INFORMATION IS PRICELESS...ALMOST!

The biggest, and by far the hardest decision when starting a mail-order type business has always been WHAT TO SELL! Once you finally made that decision, you were faced with the dilemma of acquiring your product! That's what makes this opportunity so unique. These two giant hurdles have already been bypassed. You are reading your first product right now!

As I've already explained, the best product in the world is without a doubt... INFORMATION. Not just any information, mind you, the information must be specialized and marketable. It must be specialized so that it can be marketed to a target audience and it must be marketable in today's world to sell. That's where this manual comes in. The information contained in this manual is on the top of the list of most sought after information in the world right now! When you purchased it, you also purchased the right to copy, print, resell, and sell the rights to resell this valuable information!!

Now that you have your first specialized information product, it is time to learn a sound marketing strategy. A finished product is not of much value to you unless you know how to successfully market and sell it.

The rest of this manual will teach you everything you need to know about the "meat" of your business plan. Keep in mind that you can't help but learn more and more about this incredible venture as you go along! Therefore, you will most likely adjust your business plan to suit your needs as you go. Anyway, here are the five basic steps you will be taking. After the brief outline, I will explain each step in detail.

- 1. Write a few good classified ads that are designed to get interested people to contact you.**

- 2. Prepare a short yet powerful sales letter that you will e-mail to business opportunity seekers.**
- 3. Utilize online marketing strategies. (Classified advertising, e-mailing lists and online advertising companies.)**
- 4. Send your sales literature to your "prospects" via e-mail.**
- 5. Fill orders you receive by mailing and or e-mailing your information product to your customer.**

GETTING DOWN TO BUSINESS!

1. WRITING CLASSIFIED ADS

When writing your classifieds, keep in mind that your goal is to get interested people to identify themselves to you.

You don't want to try to sell your product with the classified ads. People are not likely to pay more than a few dollars for something unless they have a lot of information about it. Your classifieds should be brief yet powerful. You simply want interested parties to contact you so you can send them more detailed information. This popular and very effective approach is known as "two step marketing".

Here's a good classified ad that utilizes the two step marketing strategy and works very nicely for an information product...

STRIKE IT RICH ON THE NET!

Don't let the opportunity of a lifetime pass you by! Learn how you can work at home in your spare time and make more money than you know what to do with! For more info, simply **e-mail XXXX@YYY.ZZZ**

This ad has all the key components of a great classified ad. First, there's the eye catching headline. Then the first sentence gives a sense of urgency that people respond to.

The next sentence tells them what they stand to gain if they respond. And the last sentence tells them exactly how to get more information.

2. PREPARING YOUR SALES LITERATURE

To me, this is the fun part of the business. Creating good sales literature is more of an art form than anything else. You need to be able to change your mindset to that of the consumer. Keep this in mind as you create your sales letter. Remember, above all, your sales literature should be short and to the point. Here are a few guidelines to follow to get you started.

There are many key ingredients in a good sales letter. First and foremost, you must state clearly, exactly how your prospective customer would benefit from purchasing your product. In essence, tell them why they should purchase your product. Tell them how it could change their life for the better!

Additionally, it is important to tell the customer exactly what they will be buying. Tell them this is exactly what they are buying. It is important not to mislead people into thinking they are getting something different than they are.

Next, be sure to tell them exactly how much the product is. Include reasonable charges for shipping if necessary, but don't overcharge your customer.

Another important component in your sales literature is the guarantee. I highly recommend you offer some form of guarantee with every product you sell. The guarantee must be clear and concise as to its length and terms. Not only does a guarantee tell a prospective buyer that you are a reputable company, it will also increase your sales.

One thing about your sales literature that is very important is pricing of your product. You must understand the importance of "perceived value" where the customer feels they are getting their money's worth. In order to have any success at all, you must consider the pricing of your product very carefully. It is important to find the price that ideally suits your product. In order to do this, it may

be necessary for you to do a little experimenting with your prices. It is a good idea to offer your product at a few different prices and constantly monitor what prices are most effective. You may find that something that sells well at sixteen dollars may not sell nearly as well at twenty dollars.

The last important element of your sales literature that should not be overlooked is the order blank. It is a good idea to include this in any sales information you send out.

An order blank should be designed with one purpose in mind. That purpose is to facilitate the ordering of your product. You want to make it as easy as possible for your prospective customer to complete. The order blank should contain blank lines for the customer to fill in all pertinent information, and only the pertinent information. Additionally, it should contain your company name and mailing address and the price of the product including any additional shipping charges.

As far as the technical aspects of writing your sales literature, if you are a Windows user, you should save your sales letter as a text file (.txt). You can accomplish this by clicking the "accessories" icon then the "notepad" icon and typing your letter there. This will allow you to keep a backup of your sales literature and also make it easier to send the information to your prospects using the simple cut and paste method. I'll give you more details on this simple procedure later.

3. ONLINE MARKETING

Online marketing is still very new and it is important to realize that this area of the online world is constantly growing and improving. Although you can spend a bundle of money when marketing online, this section will only cover the top four strategies for a small business on a limited budget.

They are (a) classified advertising, (b) e-mailing lists, (c) bulletin board services, and (d) online advertising companies. As your business continues to grow you may want to explore other marketing tools such as getting your own web page complete with text and graphics.

In the early stages of your business, however, you should find that one or more of the following strategies will work very well! I prefer to use free classifieds coupled with direct e-mailing. Remember, it's all up to you!

No matter what strategy you are using, it's important to understand that the biggest key to successful marketing is offering your product to the correct audience. Another way to describe this is "target marketing". I cannot emphasize the importance of this enough. In order for you to sell your product with any success whatsoever, you must concentrate your marketing efforts on the people that are most likely to buy it. Keep this in mind no matter which marketing strategy you utilize.

(a) Classified Advertising

Basically, there are two types of online classified advertising. The first one is the classified areas of the major providers like AOL and Compuserve. If you are a subscriber to a major provider, you have easy access to these areas. Most are free and you get there by simply pointing and clicking.

The other free classified advertising is a little trickier to find and use. This advertising is done at any of the hundreds of classified web sites on the internet. Most of them are completely free, while others charge small fees. To find a large list of these classified areas on the internet, simply go to whatever search engine you use (Web Crawler, Infoseek, Lycos, or any other) and enter the key words "free classifieds".

Once you get to one that looks good, you post your classified ads in the appropriate section (business, hobbies, books etc.) Anyone who reads the classified can request more information by sending you E-mail. Once you receive the request, you simply E-mail the prospective customer with your sales literature. They can then print the details (including order form) and send for the product!

When advertising your new information product, stick to the business areas on the internet! Don't waste your time advertising your product in the "general merchandise" or "miscellaneous" sections! Concentrate solely on your target

audience.

Note: Upon entering a classified section, check into the "guidelines & regulations" area before posting. This is usually where you will find the rates if they do charge. (Don't worry, they are required to tell you exactly how much you will be charged before they post your ad.) Most sites require you to register with them before you can post your ad. This registration is also free unless otherwise stated. This is where you will usually find detailed directions for posting an ad. It is actually quite simple and only takes a few seconds. You simply type some information about yourself then type your classified ad. Once all the information has been entered you click on "post" or "submit" and you're done.

Remember, your ads should not try to sell your product! They are placed with the intention of getting interested people to respond to you so you can send your sales literature to them.

(b) E-mailing Lists

The next marketing strategy that is gaining popularity in the online world is called direct e-mail. This involves e-mailing your advertisements directly to a list of people that may be interested. This list is usually bought or rented from an e-mailing list broker. The costs vary widely depending on the broker used. This can be a very effective way to get your message out.

I was never an advocate of traditional mailing list strategies for two very big reasons. First of all, the cost of mailing to everyone on the list (at 32 cents a pop) usually offset any profits immediately. And secondly, a lot of this mail was considered junk mail and was never even opened!

Direct e-mail does not have these downfalls. First of all, sending e-mail is free, saving you hundreds or thousands of dollars in postage. And secondly, the e-mail sits at the person's mailbox until it is opened. These two factors coupled with the high number of people you can reach in a very short amount of time warrants giving this dynamic new marketing strategy a try!

Remember, don't try to sell your products with the first contact. Simply offer the opportunity to receive "free details" by replying to the ad. Then e-mail your sales letter to these new prospects.

Beware: You will undoubtedly come across some "flaming" when utilizing direct E-mail. This is another name for rude replies from unapproving internet subscribers. You can avoid a lot of flaming by seeking out a list of "opportunity seekers only". You can also keep it to a minimum by sending only short unsolicited messages and offering everyone an option to be removed from your list.

Although direct E-mail is not illegal (as of the writing of this) if you make too many people angry, you stand the risk of having your provider disconnect your service.

(c) Bulletin Board Services and Newsgroups

Another way to market products is via Bulletin Board Services and Newsgroups. These are set up for people with similar interests. Once you find your area of interest (ie: business opportunities), you can join them either for free or by registering with the "SYSOP" (person that runs a BBS) and paying a small fee.

Once you join a BBS or Newsgroup you then have the ability to post messages. A typical message posting in a business area would be similar to a classified ad. It would contain your offer and your e-mail address to allow people to request more info (your sales literature).

Some newsgroups and BBS's allow members to download as well as upload files or programs for free. A download means transferring files TO your computer. An example of something you would download would be shareware. Shareware is software that you can try out for free. If you like it you are expected to register it with it's creator by paying a nominal fee. An upload means transferring files (such as information to attract interest in your product) to a BBS. These uploaded files are then downloaded by other pc users. This is a good way to get free exposure for you product.

When you join one of these groups it's a good idea to just observe for a little while. This way you can get a

feel for the way users do things in that particular group. This is a good way to avoid breaching the group regulations or "netiquette".

(d) Online Marketing Companies

Another way to get your message out is to hire someone else to do it for you. All of these companies charge some type of fee to get your message across to potential customers.

There are already a number of companies offering online marketing strategies of one type or another. One example of another marketing strategy being utilized is direct e-mail magazines and newsletters. The companies that send these e-mail mags offer paid advertising to small business owners for a relatively small fee. The fees are based on the size of ad as well as the circulation or number of e-mail addresses that receive the issue. Although e-zine advertising is not free, it is one of the most effective forms of internet marketing!

To find some of these companies and get more information, simply use whatever search engine you use to search the internet (Webcrawler, Infoseek, etc.). Search on the words "internet marketing" or "ezines". You'll get a nice long list to check out. Send an e-mail to the ones that sound the best and they will be more than happy to e-mail you some free details.

As I stated earlier, the world of online marketing is still in relative infancy. This means that a smart entrepreneur will stay very open minded and receptive to new marketing strategies as they are being introduced. The businesses that make the most money will be the ones that keep a keen eye out for the potential winning strategies.

4. E-MAILING YOUR SALES MESSAGE

Once you have some e-mail addresses to send your sales letter to, you need to be able to do it quickly and efficiently. This may take a little practice at first.

If you've gotten this far along in this venture, you obviously know how to use e-mail. I also realize that all e-mail packages operate differently. However, whether you use AOL, Genie, Netcom or any other internet service provider, if you run Windows you can utilize the basic "cut and paste" feature to simplify your e-mailing.

First of all, it's a good idea to write your sales letter in the Notepad application of Windows. I won't go into the details of how to do this since most Windows users will have no problem with it. (If you aren't sure how, look in your Windows book.) Once you complete your letter you simply highlight all text and hold down "CTRL" and press "C". This stores the text in memory until you are ready to paste it.

Now you can go into your e-mail feature and click your cursor into the box where you would start typing your e-mail message. Instead of typing your message, you simply hold down "CTRL" and press "V". This will paste the entire letter exactly where you want it. You can do this "CTRL" "V" over and over until you replace what is in memory with something new by highlighting new text and pressing "CTRL" "C" again.

Keep in mind, if you have an e-mail list to mail to, you can also use this "cut and paste" method to paste multiple addresses and send to them all at once.

5. FILLING ORDERS

The last step in completing a sale is the actual fulfillment of the order. As with every other aspect of your business, there are many options to consider when filling orders. The best advice I can give is to ship the product within a week of receiving an order. (Don't forget the 30 Day Rule.)

As far as the order filling itself goes, there will be basically two methods. The first is (a) via regular mail and the second is (b) via E-mail. It's up to you to decide which method you will use. I prefer to offer both since they are both so simple to do.

If you plan to offer the manual via regular mail, obviously you'll need to get some copies printed. The best thing to do is bring it to one of the many quick print and

copy centers that are cropping up all over the place. If they don't do it themselves they should be able to recommend a place that will. You should be able to get good copies printed up for less than two bucks per copy, including cover. There are a variety of methods, so shop around and get the best price!

(a) When mailing your product, the most important topic to cover is the addressing of your packages. I highly recommend a label program if you have a printer. Not only does this allow you to keep your customer list on computer, it also makes for much easier addressing of envelopes. If you don't have the software yet, just be sure that all packages are addressed clearly and legibly. Also make an effort to include all key components of the mailing address including apartment number (if applicable) and zip code. Be sure to include a return address on every outgoing package in case it can't be delivered.

Postage is the next thing to consider. If you are charging your customer for shipping and handling, don't gouge your customers. There are many mail-order companies "squeezing" a few extra dollars out of their customers by charging inflated shipping and handling charges. This unethical behavior is exactly the type of conduct that gives mail-order a bad name.

(b) The second method of filling orders is by using E-mail. E-mailing your product is even easier than using regular mail. (Not to mention the zero cost factor.) Be sure your e-mail program lets you attach files before you offer this method of delivery. (Almost all do by now.) You simply compose an e-mail in the regular fashion and then choose "attach file" before sending. Once you choose "attach file" you will be prompted to choose a file for your computer. All you do next is select the text file (.txt) you want to send and then send it. If you can't find the file on your computer, look in the "download" area of your online software directory. This is usually where all files you receive via your modem are stored.

One very important issue to consider, when filling orders via E-mail is that there are many different E-mail programs in use. Some will only accept files up to a certain size. If the file is too large (as FREEWAY!.txt is in some instances)

the file will automatically be encoded to ease transmission. The process of converting the file back to a readable format may be a little beyond the realm of knowledge for many computer users. Additionally, some E-mail programs require separate programs to achieve this conversion. For this reason, it is a good idea to offer the .txt version on a floppy disk via regular mail. This actually serves a few purposes. In addition to saving the headache of receiving the attachment properly, it provides them with a backup copy, and also simplifies things when they are ready to send the manual as an attachment.

REINVEST IN YOURSELF

The last point I would like to make involves growth. Simply put, as profits increase, you should continue to re-invest these profits. This continued reinvesting of profits is necessary to insure continued growth of your business, and in turn, the continued increasing profits that come with it.

Needless to say, there are many ways to reinvest profits. One of the best ways is to continually evaluate and upgrade the scope of your marketing. This usually means spending more on your advertising and other marketing techniques. You may want to consider contacting some internet advertising agencies for fresh ideas.

Another key factor to growing in your business is to continually add new products and sales literature. (Also continue to enhance existing literature.) You should always remember that your own customer base is the best place to introduce new products. Consider sending an e-mail message to all of your existing customers to offer new information products that you purchase or develop yourself.

There are lots of other ways to reinvest profits. Upgrading office equipment, for example, may be near the top of your list. Whatever your particular company needs are, keep in mind that your primary objective when reinvesting profits should be to create more sales. If purchasing new office equipment will aid you in producing better quality products and sales literature then it may very well be necessary. On the other hand, if your products are selling

well already, you may benefit the most by simply placing more classifieds. The beauty of it is the fact that it's your decision and no one else's.

IT'S ALL UP TO YOU TO GET STARTED!

You now have everything you need to get your home business started and shifted into high gear immediately! Not only do you possess the knowledge, you have the ideal product as well!

So what are you waiting for? Are you worried you won't succeed? Why not look at it like this. If you try to succeed in your own business and fail, the most you will lose is a little money. After all, you don't have to risk your life savings when starting this business. The knowledge alone, that you will gain from starting your own business will outweigh any financial loss by far.

You must also keep in mind that success can be a difficult thing to sneak up on. Perseverance is a major asset to anyone starting their own business. After all, failure, as well as success is a part of life. As the old saying goes, if at first you don't succeed, try, try again. This saying wouldn't be so popular if everyone succeeded the very first time they attempted anything. Remember, all progress involves some form of risk.

Now that you know the worst that can happen (and it isn't all that bad, is it?) let's concentrate on the best case scenario! If you succeed, and more than 75% of all new entrepreneurs do, you will no longer have to rely on others for your income! You'll be able to work the hours YOU want to work, right in your own home! So what are you waiting for? **YOU CAN DO IT!** Have faith in yourself and go for it!

FIVE FREE REPORTS!

REPORT 1

PROTECT YOUR PC FROM VIRUSES

Would you be interested in learning how to save your entire computer's hard drive being wiped out? Then this report is for you! If you're connected to an online service, your computer is in constant danger of catching a deadly virus.

Most people know that they can get a virus by downloading an infected file. What a lot of people don't realize is that viruses can be sent via email as well. Although you can't get a virus from an email message itself, it can be transmitted via an attachment. Believe me, I know! I've gotten a few myself! Luckily, my virus protection software detected them before I suffered the consequences. (Which can be very grave indeed!)

If you don't have the luxury of a good virus protection software, you can still stay away from viruses sent via email. If you ever receive an unsolicited email message with an attachment, don't download it! If your email software downloads it to your hard drive automatically, don't open the file!

If an attachment looks like something of interest to you, copy it to a disk and bring it to someone with a good virus protection program. A good virus protection program must be new and preferably not virus specific. "Not virus specific", means that instead of searching for a specific virus based on a list of known viruses, it can find new viruses as well. Once you're sure the file is clean, then you can open it. Nothing is worth risking your hard drive and all the data on it.

There are a number of good virus protection programs that can be downloaded from the internet. Most of them are shareware programs that you can try for a month or so. If you are an AOL user, you have one of the best selections of virus programs right at your fingertips. Just go to

keyword "virus" and select one.

Remember, you may think you're safe because your computer is working fine today. However, this may not be the case. Many viruses work to destroy files at a progressive pace and you don't realize you have one until it's too late. Do yourself a favor and get some protection before it's too late.

REPORT 2

PROFESSIONAL ADVERTISING TIPS- INCLUDING HOW TO GET 300+ QUALITY PROSPECTS TO EMAIL YOU WEEKLY !

The first and foremost thing to consider in advertising is selecting the proper location for your ads. You must concentrate your efforts on your target audience. Once you have decided who you are trying to reach, find out what types of publications they are most likely to read.

Instead of focusing solely on large sources with their very high advertising rates, look into smaller publications like specialized online newsletters and magazines. There are many very specialized publications available pertaining to just about every business, occupation, sport and hobby.

The advertising rates are substantially lower and even though the circulations are not as large, the readers of the smaller publications consist almost exclusively of your target audience.

Here's an example...

I ran the same exact ad for a business opportunity in two online newsletters, or e-zines. The ad ran for one issue in each publication. The first one had a subscription base of over 250,000. The other had roughly 8,000. The results are below.

Newsletter one: 151 inquiries. 2 sales.

Newsletter two: 49 inquiries. 7 sales.

Why were the results so different? Easy. The first newsletter went to a large number of people. Obviously, not many were interested in business opportunities. Of the 151 that were, many were just curious and not serious enough to spend money.

The second newsletter, however, had a subscription base made up solely of people interested in business opportunities.

Therefore, a good percentage of inquiries turned into actual sales. This is an extremely important example of why you need to reach your target audience.

With the number of quality e-zines on the internet growing at a rapid pace, finding five or six related to what you are selling should be no problem. Multiply just 35 prospects (well below the average) by six e-zines and you have yourself 210 quality prospects per week! Add in another 100 from other sources (free and low cost internet classified advertising, newsgroups, and direct email) and you have over 300 quality prospects per week! Close 10% of those deals and your making an excellent profit!

But before you can close those deals, you'll need to know how to write good ad copy. So now let's focus on developing good classified ad writing skills.

First of all, you should develop a wide variety of classified ads. Since an important part of successful advertising is trial and error, you need to run different ads to find the ones that work best. Although this trial and error is necessary, there are some good guidelines to follow when writing classifieds. Here are some of them...

- >Attract your reader with a catchy word or phrase right up front.

- >Study other classifieds. If you see them repeatedly it's because they work.

- >Keep your classifieds brief and to the point, using phrases, not complete sentences.

- >Use simple words, not long ones. Don't confuse the reader.

- >Tell the reader exactly what they are getting.

- >Don't try to sell the product in a classified. Simply try to get interested people to respond.

- >Use energetic punctuation, such as exclamation points instead of periods.

One more important factor in classified advertising is the "key". Keying an ad is a simple yet powerful way to determine which ads and publications are working best for you. An easy way to do this with email, is to ask people to enter something in the subject box. When you receive a response to an ad, you will know exactly where the prospective customer saw it. This information will be invaluable to you. This is the type of information that you must focus on to hone your marketing skills.

There you have it. The three most important factors in advertising. Reaching your target audience, good ad copy and ad key evaluation. Once you master these three skills you'll be on your way to bigger profits!

REPORT 3

TIPS AND SECRETS TO ADVERTISING WITH THE MAJOR ONLINE SERVICES

AOL

If you are an AOL user, you can reach millions of subscribers by advertising in their free classified section!

To get to the AOL classified section, from the main menu, click on "Marketplace". Next click on "go to marketplace", then click on "classifieds". Now simply choose a section. Once you find the exact place where you would like to place an ad, simply click on "post new message". You can then enter your "subject". This is what people will see when browsing through the ads, so enter something that will catch their eye. Next, you enter your text then click "post". (If you want to see your ad, you must exit that section and come back into it.)

Note: There are so many people using AOL classified advertising, your ad will only last a few days, so you have to replace them frequently.

Tip: AOL limits each ad category to 500 ads. To have your ad appear close to the top of the listing, watch the particular categories that are most appropriate for your ads and make a

note of the time of day they reach the limit. If you post your ad as close to the deadline as possible, your ad is more likely to appear near the top. More people will see the ad this way.

COMPUSERVE

Unlike AOL, Compuserve charges a small fee for their classified ads. The benefit is that you don't need to repost as frequently. Here's how to place an ad on Compuserve. From the main menu, click on the green traffic light at the top of the screen. A box will appear with "go" at the top of it. Next, type in "classifieds", click on "OK" then click "access classifieds". Next choose an area and click submit. Then click on a subject. Now you enter your name and state and your subject line. Next you choose how many weeks you want your ad to run. Type in your ad text and click post. It usually takes 24 hours for your ad to show up.

Tip: The cut-off time for posting ads is 4:30 A.M. eastern time. The ads placed right after 4:30 A.M. have the best chance of being near the top. Of course, you know the importance of this. How many times have you read much further than the first 25 or so messages?

PRODIGY

Prodigy's classified advertising section is also not free, although the charges are very reasonable.

Here's how to get to the classifieds in Prodigy. From the main menu, click "Go to" then type in "classifieds" then click "OK". Next click "read, place, extend ads" then click "place ads". Next choose a category and your off and running. Ads run for one, two or three months at a time.

Tip: As far as the listings go, they are a little different than AOL and Compuserve. As you'll see it is done alphabetically. Don't bother trying the old "AAA heading trick", since they won't let it slide. Look at it this way, at least you won't have to get up at 4:30 AM!

REPORT 4

WHAT'S WRONG WITH THE WORLD WIDE WEB?

One of the biggest tools born from the internet is The World Wide Web. What's wrong with the world wide web? Well actually there's nothing wrong with the web itself, but there's a lot wrong with many peoples' perception of what the web can do.

In case you are unclear as to exactly what the web consists of, here's a little basic knowledge...

The web is basically made up of web sites. (Sometimes referred to as "home pages".) These sites consist of one or more pages of information. The information contained on these pages consists of just about everything you can imagine.

Everyone with access to the web can find a page by entering it's URL (Uniform Resource Location) or web address.

Additionally, they can find a page via a search engine. (Such as Infoseek, WebCrawler, Yahoo, etc.) These search engines will find pages for you by allowing you to search on a word or words related to the subject you wish to explore.

>From an online marketing standpoint, building a web site would seem like an excellent business decision, right? Well, it's not as simple as it seems. Let me explain...

The most traditional form of online advertising consists of building a site on the World Wide Web. What most people don't realize is that web marketing doesn't even come close to email marketing in terms of effectiveness! Many people are putting up a web page or two and expecting customers to flock to it.

Unfortunately, that's just not the way it works! The fact is, you shouldn't be waiting for customers to find you, when you can take your message to them!

Now don't get me wrong here. A web page can be a great marketing tool. That's if, and only if, you advertise the site heavily. Most small companies cannot afford to do this! And if you can't, your prospects may as well be trying to find a needle in a haystack!

If you do plan on setting up a web page, be prepared to include the web address on all of your sales literature, business cards, email correspondence (in the form of a signature), and any other business transaction you make. This is the best way to get people

to visit.

Another must after setting up a web page is to register it with all the search engines you can find on the internet. This will allow surfers to search on a subject related to your business and find your web page. As of the writing of this report, the easiest way to register your web address or URL with many search engines is to visit the following address.

<http://www.submit-it.com>

Remember, marketing on the internet is still in relative infancy. The entrepreneurs that keep their eyes (and minds) open to new ideas and concepts as they develop, stand to make the biggest profits.

REPORT 5

TAXES ADVANTAGES FOR HOME BUSINESS OWNERS!

There are many things to consider in the area of taxes when running your own business. Although I've learned a lot about these issues over the years, I need to throw in my routine disclaimer. I am not a tax lawyer nor am I an accountant. Actually, the very idea of dealing with tax issues on a daily basis, like accountants do, kind of makes me a little queasy.

This report is designed to enlighten you on some of the important tax issues that you need to consider as a home business owner. I do recommend however, that you consider hiring a professional should the need arise.

The first thing I learned was that Uncle Sam loves self employed individuals. It seems that he loves us so much, he likes to hear from us every three months. This requirement is called Quarterly Estimated Tax Payments. That's right, once you start making a profit, the federal government requires all self employed individuals to file an Estimated Tax Payment every April, June, September and January by the fifteenth of the month.

Additionally, if the profit from your business reaches a certain figure, you may also be required to pay Social Security taxes. For questions about federal and Social Security taxes, look in your phone book under government

offices, taxation and Social security offices.

Note: There are also more tax requirements if you hire employees. Be sure to look into this as well.

In addition to federal taxes, your business will also be subject to state taxes. Most states have both state income tax and sales tax. You should also check into any possible local taxes that you may be required to pay. To find the answers to these questions you should pick up your phone book and look under government offices, state and local, division of taxation.

I'm sure some of you are probably considering making that trip to the local accountant's office right about now. I can assure you, it's not as bad as it sounds, when taken one step at a time. However, if you don't want to deal with the tax issues at all, you're better off making that trip to the accountant than shirking your tax responsibilities altogether.

Well, now that I have you totally distressed over the idea of mind numbing tax details, let's take a look from a more positive angle. Below is an alphabetical listing of just some of the more common deductions that are perfectly legal in most instances. Keep in mind however, you must be able to show that they are necessary and connected with your business.

- Accounting fees
- Advertising expenses
- Delivery charges
- Educational expenses (books, manuals, classes, periodicals)
- Equipment purchases
- Interest on business loans
- Internet access fees
- Legal fees
- Licenses
- Mailing list development
- Materials used for business
- Office furniture
- Office supplies
- Postage fees
- Subscriptions to business related periodicals
- Tax preparation fees

When using part of your home to run a business, you are also entitled to deductions based on the amount of square footage you

use as office space. Additionally, your utility bills can be partially deducted. Check into the details of these additional tax saving deductions!

As you can see, the list of write-offs is rather extensive. Needless to say, it is important to take advantage of every tax deduction possible. After all, every dollar you deduct means more money in your company bank account. Once again, you may find it beneficial to consult a professional accountant. They are constantly in tune with the year to year changes and will make sure you're getting every advantage possible!

7-Step Quick-Start Guide

7-step quick-start guide to get your web site up and running in record time !

1. Buy a Domain name for your business !

At first you must buy a domain name for your business. For approximately \$9-\$25 you can register a domain name . I recommend <http://www.godaddy.com>

2. Choose your web host !

You need to host your website to make sure your potential customers can easily access your website 24 hours a day, 7 days a week.

I recommend : <http://www.bravenet.com>
<http://www.addr.com>

3. Design your web site !

Designing your website is very important. Learn HTML (It's very easy) or hire a web designer to design your web site & upload your customized salesletter.

Make a pop-up page to offer your visitors a free gift so that you can collect their email addresses to follow up with them. You can also take a look at my website as an example to see how

I designed it at

<http://www.internetmarketingsuite.com>

4. Offer a Free gift or free newsletter !

Offer something free to capture the email addresses from your web site visitors. I offer "ClickBank Power Tools " software to get my visitors subscribed to my free newsletter. You can also offer this software to your web site visitors. You have full giveaway rights.

You can download this software at

<http://www.internetmarketingsuite.com/freegift.exe>

5. Automate your web site using Autoresponders !

Get an autoresponder service to follow up with your subscribers automatically. You can totally automate your web-site with this amazing automatic email service. You can get an autoresponder service for free. I recommend :

<http://www.freeautobot.com>

<http://www.sendfree.com>

6. Set up a Merchant Account !

You need to get a merchant account to accept credit card payments from your customers. This is a must. If you don't accept automated credit card payments you can lose up to 70%-90% sales. I recommend:

<http://www.clickbank.com>

7. Ezine Advertising !

This is the ultimate secret to become wildly successful on the internet. EZINE ADVERTISING WORKS. There are thousands of ezines on the internet that will advertise your web site for a small advertising fee. You will get loads of traffic by advertising in paid ezines. To tell you the truth I made 90% of my money thru ezine advertising. I recommend:

<http://www.topezineads.com>

<http://www.2bucksanad.com>

<http://www.twodollarads.com>

<http://www.ezine-universe.com>

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Good Luck !