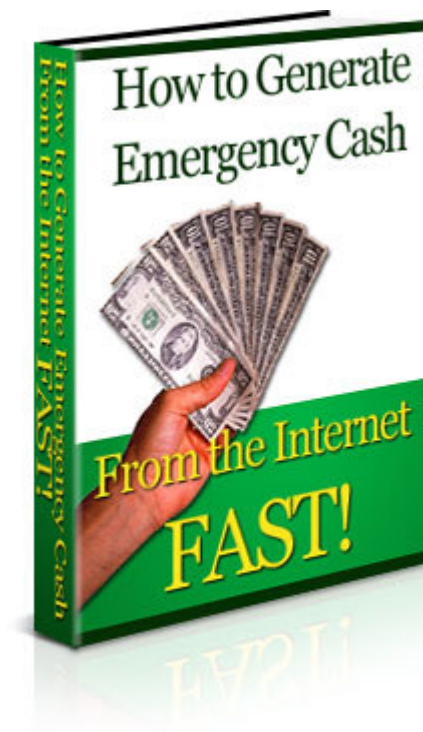


# How To Generate Emergency Cash From the Internet FAST



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Every effort has been made to accurately represent this product and its potential. Even though this industry is one of the few where one can write their own check in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. We do not purport this as a “get rich scheme.” Any claims made of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in our materials depends on the time you devote to the program, ideas and techniques mentioned, your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your actions.

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Any and all forward looking statements here or on any of our sales material are intended to express our opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else’s. In fact, no guarantees are made that you will achieve any results from our ideas and techniques in our material.

## Note

This report is deliberately short so that you can quickly digest it and put it into action. I didn’t add a lot of fluff. It’s designed for you to read it, and then put to immediate use without over analyzing things.

# How It Works!

What would you do if you needed \$1000 - \$2000 by TOMORROW, and you didn't see it scheduled to flow into your life. That's the question I recently asked myself because I am very often approached by people who "need" that amount of money for an "emergency." For some reason they frequently come to me.

After mulling it over, I decided to write this short special report with MY answer to that question. On top of that, I decided to SELL this special report (for \$5) to see if I could do exactly that... generate \$1000 to \$2000 in 24 hours. That's one of two reasons that I did not give this report away. The second reason is that often when you give someone something they do nothing with it, but if you charge them even a token fee, they feel more invested... more inclined to use it!

This report is my well-reasoned answer to that question, filtered through my personal experience. It's just one of many possible answers. I did not want to give you too many options because generally when a person is given too many choices that leads to making no choice.

I've used this report to do exactly what it teaches - so it's been proven to work!

There have been dozens of similar "guru emergency income plans" written over the years. Many of these are compilations of experts sharing hypothetical plans, often concocted off the top of their heads.

This report is not just wild dreaming, but something I actually put to the test by writing and marketing this plan.

# Let's Start...

We begin by assuming that you want to know how to generate some quick cash but you have NO idea what you want to sell, or to whom.

Let's begin by scanning online forums such as Warriors, and The Internet Marketing Inner Circle (assuming you're in the Internet marketing niche).

The Internet Marketing Inner Circle is member-only but membership is very inexpensive, and gives you access to some of the brightest minds on the face of the planet!

If you are not in internet marketing, look for forums in your niche. Just type in your keyword plus "forum" or "discussion board."

You can also identify the top forums in your niche by using a piece of software called the Internet Success Spider. Internet marketing legend and joint venture broker Willie Crawford offers a free copy here:  
<http://scamfreezone.com/t.cgi?a=171618&e=/grabthis/willie/>

You'd enter your keywords into the software and it points out top sites and many of these sites have forums.

When you visit the discussion forums you will be doing research. You want to see what hot topics members of these communities might be willing to PAY for more information on. So, you want to scan forums looking for clues.

Look at what they are talking about.

Many forums are set up to show you how many views and responses there are to each thread. Look for most viewed and most commented on threads.

On The Warriors' Forum scan the Warrior Special Offers (WSO's), looking for most viewed, and most commented threads, as well as those with the most positive feedback. The WSO Forum is a place where members actually sell things to each other (at a special discount price). This will show you what types of products are popular sellers there.

In scanning all these forums, what you're looking for is a really pressing problem that you can develop a simple, but benefits-packed, info product on. I'm thinking a special report that you can write quickly, and sell for \$2 to \$27.

In the WSO Forum, what you are looking for is an indicator of a really hot topic, or some product (or product category) that's selling REALLY well.

In reading the threads in all of the forums, what you're looking for is an indicator of extreme pain. People happily pay for products that end their pain!

**BEFORE** creating any product **CONFIRM** that it's something that's really wanted and that people are already paying for. This is the biggest mistake that I see being made with people introducing new products to market. How much you love a product or an idea simply doesn't matter!!!

In creating a product, you don't have to start from scratch! You could easily take one of the many products that you have private label rights, to and quickly rework it, making sure that it's super accurate, and also that it addresses a pressing need.

Most people with these private label products NEVER do anything with them, but they are fairly easy to rework. Most of the work/research has been done for you.

All you really need to do to have a NEW, in-demand products with many of these packages is:

- 1) Rework the web copy, eliminating grammar and spelling errors, adding your own order links, and when you get them adding testimonials.
- 2) Add your own unique graphics if desired. Since I would change the title, this would be necessary. My goal in reworking a PLR product is to change it enough so that it is essentially a new product... one that owners of the original PLR product wouldn't even recognize.
- 3) Read through the basic product and make minor corrections and revisions to it, as well as renaming it and putting your name on it... if desired.
- 4) Add links in the product to backend products... other products and resource that it's natural to recommend to users of the original product. With many of these products, MOST of your profits will come from backend sales.
- 5) Start marketing it right away! Remember, our goal is to make \$1000 to \$2000 in 24 hours or less. That means that you need to spend more time "doing" than thinking about it.

As a sidenote, I also use reworked PLR products, as unique products in list building giveaways. Participating in those free giveaways have added tens of thousands of new subscribers to my various lists and autoresponders.

Since “The Money Really IS In The List,” this equates to an incredible long-term income stream for me 😊

## The Key To Your Products Success

The product you're going to develop has to make a BIG promise in how it's going to solve the potential customers' problems.

Dan Kennedy calls the type of ads you'll use in selling this product "The Giant Promise!" It has to promise such amazing results that it borders on unbelievable... but at the same time it must not be a false promise. This is a critical factor though in how well your sales will go. “The Giant Promise” sells products like hotcakes!

A couple of examples of “The Giant Promise”...

- Maybe you discovered a way to get listed at better than #1 at Google. So you write a report on how to do that. Better than #1 sounds almost impossible, yet it is. You can do it by using press releases since news stories and press releases are often listed above the SERPs and sponsored listings!
- Maybe you discovered a way to dramatically improve ones Alexa ranking overnight. After verifying that it works every time or even the majority of the time, you document it, and then you can make that big claim in your promotions (maybe with a slight disclaimer).
- Maybe you created a squeeze page template that consistently converts 80% of visitors to a page. You start marketing “The Amazing Squeeze Page Template PROVEN To Convert 80% Of Site Visitors!”

**At this point, you may actually be saying to yourself, this is a lot of WORK! Yes, it can be, but it doesn't have to be, especially if you start with a PLR product.**

**Regardless, if you really want to make \$1000 - \$2000 in the next 24 hours, you have to...**

**Eliminate all excuses and just create and market the product (of which a short report is generally the easiest to create)!**

**Get it down on paper, and then you can go back and refine it several times.**

**Get it down on paper, and then you can ask several online friends to review it for you and suggest changes. However, it's more important to get it written and into the marketplace than to make it perfect. As you roll it out, you may want to offer review copies to a few people for reviews/testimonials. Based upon their feedback you can even improve upon the product, releasing an updated version as you do. (You'll notice from the cover that this is NOT the first edition of this product).**



At first you need to

**"Focus on completion rather than perfection!"**

Your product does need to be accurate, deliver tremendous value, and deliver all that you promise in your promotion. However, it does not need to be perfect!

**When using PLR products, it is CRITICAL that you confirm anything taught in the product. Test everything and confirm the absolute accuracy since many people who create PLR products often create products on topics that they are NOT experts on. When you don't confirm what these products teach and blindly pass that on, you are setting yourself up for failure and MASSIVE REFUNDS!**

As you finish the product, one of the things to consider is pricing. **What you can get for the product depends upon perceived value.** However, for short, quick reports, that you can crank out in no time, I'm thinking that you want them to be so inexpensive that the purchase decision is a no-brainer.

Remember, our goal is \$1000 - \$2000 in 24 hours. So, again, we want the price to be so low that your prospects realize they're not taking ANY risk.

Price your report at \$2 - \$27, and I'd use Paypal to process the orders. If you price the report at \$5 and worded your "giant promise" promotion correctly, you should easily be able to sell the 420 copies you'd need to sell to raise the \$2000 within 24 hours. I said 420 units rather than 400 because you would have Paypal fees. I didn't actually calculate the Paypal fees precisely, but rather rounded off the numbers.

**“BUT...”**

The first objection you might have is that your list (that you'd market to) is small? If it's a small list, that is a legitimate concern, but also an excuse. Excuses only lead to failure.

For inspiration, and ideas, check out how Brain Edmondson earned over \$15,000 in 7 days with a list of only 1286 subscribers. His “\$15K In 7

Days” report is very inspirational. Brian is a personal friend, and proves that you really have no excuse.

If you have NO list, then you simply have to get creative, and use alternative promotion methods. That does require some creativity, and hard work, but you’re smart enough, and determined enough, to figure it out.

Ways that you can effectively promote your product include:

- Post to Twitter.com where you hopefully have a ton of followers. If not, set up a Twitter account NOW and begin building a list of followers. The quickest way to do this is to search on the name of some of the biggest players in your niche, and then follow the people who are following them.

Many of those people will follow you back, and you will honestly very quickly have a list of followers. Until you have 2000 people following you back, Twitter will not allow you to follow more than 2000 people.

The reason this works so well is that many of the people that you’ll be following on Twitter have software configured to AUTOMATICALLY follow you back. So, just by following others, you gain a following ☺

- Post to discussion forums. Whenever you make a post, include your signature file which spells out that giant promise!

- Buy solo ads. For a list of places offering solo ads, ask for recommendations on Twitter. People love giving helpful answers on Twitter, and this is an ideal way to engage your followers.

- Asking friends to send mailings for you. Maybe promise to mail for them later after you’ve built up your list.

- Ask your Twitter followers to retweet your posts

- Doing ad or article swaps

- Blogging about your special

- Posting ads to forums that have a free adverting section

- Visit popular blogs in your market-space and comment on them where appropriate. Leave a tag-line that includes your giant promise.
- Create or have created a few banners that include your giant promise. Use those banners on forums where you are allowed to not only leave a url and title but also an image. Images have been proven to increase your click-through rate, probably because they draw the eye to the link, and spell out a reason to click.

- Write an article on the central theme of your product and post it to as many article directories as practical. Using an article submission to speed up the article distribution process.

- Run your own WSO. Check the WSO section of The Warrior Forum for the current rules/restrictions. Send a mailing to your list if you have one... no matter how small, at the same time that you are running the WSO. This is allowed according to the WSO rules. If you have no list, at least mention it on your forum or blog!

The success of a WSO often depends upon momentum. When I run a WSO, I typically earn \$2000 to over \$10,000. Leading WSO expert, Willie Crawford, a former Warrior Moderator, with roughly 9000 posts to the forum.

- Email online friends that you have a genuine relationship with. Explain both what you are trying to accomplish (and why) and also ask them directly for the order.

- If you are a member of email discussion lists, read through a few recent issues and FIND a post that you can comment on. Include a sig file as appropriate. This sig file MUST include your giant promise.

- Edit any of your sites where you have ads (such as across the top of a forum) and change those ads to your “emergency cash product” ... add your banner and your giant promise.

- Take advantage of underutilized real estate on your site. -Look through your log files to see which pages are getting the most traffic! Consider putting temporary ads across the tops of those pages!

- Change your email signature file to include your latest promo and giant promise.

- Register as a “show host” and set up and post to your blog at <http://BlogTalkRadio.com> For some reason, the search engines LOVE that platform.

- Register at FaceBook.com and set up your own group - specifically centered around your new product. Start following others on Facebook, and as you get noticed, you will quickly develop a following.

Invite each of your followers to join your Facebook group. This allows you to send messages directly to group members via the Facebook platform.

You are in-effect “building lists” on Twitter and Facebook, but NEVER refer to them that way. The sites are all about social networking, but since you can easily get your message in front of them, this can actually be even more powerful than building a list.

- Run a sale! If you have a product of your own that you’ve been selling for a while but sales aren’t zipping along, run a sale where you offer the product

at deep discount. If the product is a quality product, that should generate some immediate cash flow.

If you really do need the money that urgently, the first thing you absolutely must do is to get over is your excusitis. Acknowledge that you may need to stay up 24 hours just doing forum marketing, and building your following on Twitter, if necessary, but that you can do it. Pull that all-nighter if necessary so that you can get seen in enough places!

You simply have to get into action. As Albert Einstein said, “Nothing happens until something moves!” That means you must get into action!

## A Simple Marketing Tool

One of the simplest setups for marketing a report is to use Sid Hale’s Rapid Action Profits script. You can get that script at <http://TheRealSecrets.com/rapidactionprofits/> This script is not free but you will find yourself using it so much that it will quickly become your favorite investment.

Using the RAP script also helps to build you a list.

I like using reworked PLR products as the products that I sell using RAP because they are so readily available. If you don’t have a hard-drive full of free PLR products, simply ask on Twitter or Warrior Forum for a recommendation for free giveaways with great gifts. You’ll find several that have PLR products in them. You want to download these with the intention of reusing them immediately.

Software is actually an excellent seller for use as a RAP product. However, it also comes with a big danger! If you do offer software, make sure that it's something simple... not requiring a lot of technical support.

Software can actually go for much higher prices and sell well. However, it is generally more complicated than ebooks or multi-media products.

If your product is developed from software source code that needs reworking and you don't have the skill and any money ask a programmer to allow you to pay him/her AFTER you finish your sale! I'm sure some would :-)

This idea of reworking PLR products (or software source code) and then marketing them as new products works very well. I know several marketers earning 4-figure and 5-figure incomes each month, and that's the only thing that they really do.

As you can see, quickly creating a product and then getting it into the marketplace, is simple. It's just a matter of deciding you're going to do it.

Here's one other way to QUICKLY get a product created.

Visit any top forum in your niche, identify the thought leaders, or people everyone seem to revere, and simply email them asking if you can interview them.

MOST will say yes without checking you out too much. They both have big egos and simply like helping others. You can record them right over the phone or via Skype. I prefer using AudioAcrobat. Willie Crawford has set up a free trial for his clients and friends at <http://williec.AudioAcrobat.com>

OK, you now have enough to get into action! You need to stop thinking... stop reading, and start doing. It may seem like a daunting task, but once you get started you'll be amazed at how fast things flow. If you need to take a break from time to time, do so, but commit to not stopping completely until your product is finished, and "out there!"

## For The Skeptics

Many people read this report and nod their heads in agreement. Others read this report and say to themselves, I already knew much of that. A select few action oriented people put what this report teaches into action and profit handsomely.

Here are comments from some of those action oriented people who were first exposed to an earlier version of this plan when they purchased it from Willie Crawford via a Warrior Special Offer:

Willie, I just purchased, read and promoted your \$5 guide to my entire mailing list today.

Kudos to you, Willie. I've been using the technique in that ebook to help me attain the hundreds I make every day.

Your stuff is real, man. And I'm co-signing on that.



For those still wondering whether to buy or not here is my review.

It is a well written report, and it is something everybody can do.

Do you need a list, no but Willie addresses that in his report.

Is it to do with Squidoo, Craigslist, offline etc., not even a mention (unless I missed it) but you could use them if you normally use any of these options.

How much will it cost you to do? Very little depending on how you want to market yourself. If you want to use adsense and pay \$1,000 to make \$2,000 then you are nuts as you can do it for a couple of dollar or even free.

Will you learn anything, yes. There is a great link at the end which I didn't know about, I knew about one of them but not the other, and signed up from there.

Remember that if you are selling products with the \$7 script this is another to add to your arsenal.

Willie it is a great report, you know what I felt as I emailed you with my comments before seeing it here as a wso.

Will you make money? Not if you read the report and do nothing. Too many people assume that they will make money but reading and then doing nothing. Take action by following the steps and you will make money. Repeat and rinse and you will continue to make money as this will not die, and will never be over saturated by others using it.

\$5 to learn from one of my favorite IM gurus, Willie Crawford, was an absolute deal, and a no-brainer! I bought it in a heartbeat. It's a great read, and had some really cool links. Thanks Willie for yet, another great offering!

Rich Martin

Just ordered and read.

Worth much more than the 5 dollareenies I paid...an excellent report, and I don't see why anyone couldn't make the emergency cash they need with the information presented. Great work, Willie, and thank you.

Dave Gammage  
<http://www.YourOwnWeb.com>

You ever been broke?

Haven't we all? Well ...

I got a email from someone telling me about Willie Crawford little book. When I read it I was blown away. Comes with what you'd expect from one of the Internets most respected. Easy, to understand no fluff here just how to generate cash. Techniques that You may use when you need some extra money. He gives you some good ideas. You never know when you need a few extra bucks. Hard times may just be around the corner. Get Willie's Crawfords book. The price is a give me. You won't regret it.

J. Davis

Willie,

I just read your new report and wanted to drop you a line to say "This is one kick-a\$\$, Killer manual!

Since you first told me about this stuff during my coaching sessions with you last year, I've managed to buy a new truck, buy my wife a new Canon EOS Rebel XT digital camera with 300mm telephoto lens, buy both of us new computers, and take a couple of trips to Orlando for seminars that we wouldn't have been able to do without this knowledge.

Right now, I'm working on financing a two-week Tennessee vacation using the exact same tactics you have outlined in this little .pdf file.

What makes this so amazing is...this is all part time income! I still work a day job right now that pays the bills for the house.

If people will take this info and actually use it, their lives will change dramatically!

I just wish you had written this report months ago before I spent all that money on coaching!!! :-)

Seriously, it's worth a hundred times what you're charging for it, and then some!

Great work!

Michael Worthington  
<http://www.video-how-to.com>

Willie!

Just like you to pack an avalanche of information into a report and show people how they can cash in fast from simple tools out there on the net that are right in front of their nose.

I will be recommending that all my members read and re-read this so I never have to get another email that reads "Help! I need Money Fast."

When I do...Out goes your report in a flash!

You show us all how to do it over and over again.

You are the master

Thanks for getting this to me

It's superb.

Jane

Jane Mark

<http://jpeadvertising.com>

I can answer these for you.

1. You don't need an existing list.
2. You don't need ANY startup capital
3. Yes it will work for people outside the USA

As someone that has earned this amount of money and more in 24 hours, I can put my stamp of approval on this one, and say that it works because I've done it (not exactly what he describes here, but pretty damn close).

(And no, it isn't just about running a WSO)

For 5 bucks it's a no-brainer.

I give this WSO 5 out of 5 Knowledge Points.

Chris Knowledge

Willie,

As always you have found a way to cut through all the BS and get straight to the "meat." I get a lot of requests about this sort of thing too and couldn't resist seeing what you had to say.

Once again, you don't disappoint. I believe anyone at nearly any level of skill can take this document and achieve the objective...if they take action of course. The only thing I know of that might work as well or better is contained in the WSO I'll be launching later today ;-)

Even still, I think I'm going to set aside a 24 hour period in the next week and follow what you propose exactly and see how I do. If nothing else it will make for a great case study. I'll use none of my lists or pre-existing products and start 100% from scratch. Sounds like fun.

All the best,

Rob Fighter

Willie,

I just bought and read your report.

There's more useful information in there than in many of the grossly overpriced and over hyped products that appear on the market every week!

By using the 7\$ script you are also giving people a chance to use the information included in the book to their advantage!

A brainwave if you ask me!

Many Thanks!

Al McGourlay  
<http://growyourownassets.com>

Hi Willie,

Wow! Great report. And you are correct – one must take action to reap the rewards.

As the famous Chinese philosopher Lao Tzu once said “A journey of a thousand miles begins with a single step.”

I just took that first step – and by this upcoming weekend I’ll be walking... thanks to your knowledge and guidance.

I really appreciate the wisdom that can be gleaned from Internet veterans – such as yourself.

All the best!

Ted Stalets  
[www.DomainNesteggs.com](http://www.DomainNesteggs.com)

Talk About Perfect Timing !!!!

There I was sitting in my favorite lounge chair after a very frustrating day of being self-employed. I had just been released from a long-standing retainer arrangement with a client and was wondering where I’d find enough cash...fast enough... to replace this lost account.

I decided to check my personal e-mail on the home computer. Maybe someone had sent a joke or two, I thought. They’re always welcome after a long day, right? Well – there were only a few spammer notes and something from Willie Crawford – a marketing specialist like me whom I hadn’t heard from for quite a while.

His message was no joke. But it sure made MY day. Right there, staring me in the face was the answer to my worried questions. For \$5.00, it was a no-brainer!!! Willie offers a tightly written, no fluffy B.S. how-to-do-it for raising a Thousand Dollars or more in 24 hours.

I had it on my desktop within minutes and had read it through TWICE before the 11:00 o’clock news. All I can say is: FANTASTIC! I’m telling everyone I know about this little gem. For anybody who wants (or needs) to generate some cash in a hurry, it’s worth its weight in gold – literally!!!

**“Let’s Get This Party Started!”**

