

ANDY WARING PRESENTS

# THE MIDAS TOUCH AUTOPILOT SYSTEM

A STEP BY STEP PLAN  
TO TURN YOUR EFFORTS INTO GOLD!





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# Introduction

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Whether you have been in the Internet Marketing game for 5 years, 5 days or even 5 hours, I'm sure you will have come across "Guru" after "Guru" who promises to make you at least a millionaire overnight! You know the ones; they show you the flash cars they own, the palatial house they live in and their bulging PayPal account. They tell you how easy it will be if you only buy their product. You, like me, I'm sure, will have seen the sales pages and may even have signed up to some of them (I know I have). However if you are anything like me, it seems they never deliver quite what they promise.

There are literally thousands of ways of making money on the Net, all have been used to some degree of success or other. However one of the first things I noticed was that I was being bombarded with just so much information and advice, I just froze. For probably 6 months I just didn't do anything because I had too many ideas of how to progress. It really was a matter of too much information.

So that's why I have decided to create this Midas Touch Autopilot System manual to help people just like me. You see I don't see myself as a Guru (not by a long way!), but what I do have is a good grounding in what does work and what doesn't and I want to share that with you.

Being a relative new comer, I've not forgotten the confusion, uncertainty and lack of direction when I first started. So with this in mind I wanted to distil my knowledge (and the knowledge of many others with far more success and years under their belt than me), to create a down to earth step by step fool proof way of making cash from the web.

This guide will provide you with a well sign posted path to start your Internet Marketing journey. You will then find that the sifting of the information and products out there becomes that much easier.

So this guide will **NOT** allow you to:

- make a million overnight.
- press a button and watch cash roll in.
- quit your day job in the next week.

What it will provide you with is:

- a step by step approach to create an ongoing income.
- common sense tips and techniques.
- a foundation for your future success.

Someone once said that if you help enough people get what they want, you will get what you want, I think that sounds great and so that's what I plan to do.

So finally, before you continue to the priceless information within this manual I need to ask you a question.

The answer to this question will determine whether or not you should even bother to continue reading.

And the question is:

**Are you prepared to put the effort in?**

If not, I really don't think you should continue! – No, honestly, stop there and save your time.

Which ever way you look at this, **there is effort involved!**

However the good news is that if you follow the plan I show you, you can put the effort in up front and then allow the system to (more or less) run on autopilot for you (yes even when you are asleep). So unlike a job where you work, get paid, work, get paid, and so on. Follow the steps here and you can work, get paid, get paid, get paid! Not bad eh?

So if you are ready to learn and to put the effort in, let's start you off on your journey to turning your future into gold!

# Part 1

## Setting The System Up

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# **Chapter 1 – The Giveaway**

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## **Chapter Glossary**

**Digital product** – one that exists electronically and can be distributed electronically (i.e. downloaded or as an email attachment)

**Newbie** – a person starting off in Internet Marketing

**IM** – Internet Marketing

**PLR** – Private Label Rights, this is a type of copyright associated with some documents found on the Web. It means you can amend some or all of the contents and claim authorship of the document. The exact rights as to what you can and can't do to PLR documents do vary and will be stated in the license supplied with the document.

**MRR** – Master Resale Rights, documents you can sell or, sometimes giveaway, but not amend. Again exact rights vary from document to document.

## **What You Are Going to Do**

Your first step is to find, create or purchase a digital product that you can giveaway. (Yes you did read that right – giveaway).

When I say that you are giving away the product I'm not being completely truthful. The fact is, that the individual wanting your product will “pay” for it with their name and email details.

**Giveaway product(s) should relate to the product or service you plan to sell.**

This is the first of hopefully many Win-Win situations that you and your clients will be involved in. It's a win for you because you have the contact details of someone you know has an interest in what you are selling. It's a win for the client

because they have the product that contains information they want. So we have a situation where both parties are happy with the relationship.

**The first thing to note here then, is the product you are giving away should relate to the products or information that you will be selling later.**

So for example, if the products or information you will be selling are about dog training, it is no good giving a report away about lawn care.

At this point you might be thinking, “why should I waste an opportunity to get my first sale?”

I know this was something that bothered me at first. However it was then pointed out to me that if I wanted a long term business rather than short term profit, this was the way to go.

If you offer a product as a giveaway, you attract people with an interest in the topic covered in your product. They, in turn, are far more likely to sign up for this freebie as they rightly see it as a no risk deal for them.

This gets their name on to your list and once they are there, you are able to build a long-term relationship with them. And once you have built that relationship, they are far more likely to invest in offers you present to them - in many cases over and over again! And this is the key.

Don't worry if you have no idea how you build this relationship or even how we collect these details to store on our list, I will be covering all this in detail later.

## **The List**

If you have read much Internet Marketing (IM) information, one of the expressions that you will often see is:

**“The money is in the list”**

It has almost become a cliché, but that is only because it is so true.

The principle works because if people have an interest in a subject, they will be more likely to buy products related to that topic. They will be even more likely to buy if it is from someone who they “know” and have a “relationship” with.

Therefore if you can collect (and keep) the details of individuals with a certain interest, you can communicate with them over a period of time, building a rapport and a relationship. In this way,

they are far more likely to buy products or services from you. Just think about it this way, who do you prefer buying from, people you know and trust or some complete stranger?

The bit that some marketers don't initially realise, is that once people are on your list, the probability is they will continue buying as long as you treat them professionally and keep offering them relevant and quality products.

This means your number of potential customers compound month on month, with your list (or put another way the people who will potential buy from you) getting bigger every month. So even if you get no new customers in a month, it's not a huge problem as you still have the customers on your list.

This fits nicely into our autopilot model, of benefiting from the work you do time and time again rather than just once.

Neat, eh, do the work once and keep getting rewarded.

## What to Give Away

Some newbies will say, "Well if I'm not getting paid for it, I'll give them any old rubbish" - **Big mistake!**

Remember the Win-Win mentioned earlier. If you offer some old "cr\*p" it'll be a matter of lose – lose. It'll certainly be a way of destroying that relationship before it even starts and with it, any chance of that person buying from you in the future.

No, the product should be something you believe could legitimately be sold.

We will be looking at product creation in detail later but here are some ways that you can simply and easily obtain a product to give away:

## **Write your own ebook**

If you don't already have enough information to write your report, do your research on the internet, there is guaranteed to be 10s, 100s probably even 1000s of articles already written. A good start is to base your report around a top 10 relating to your chosen subject.

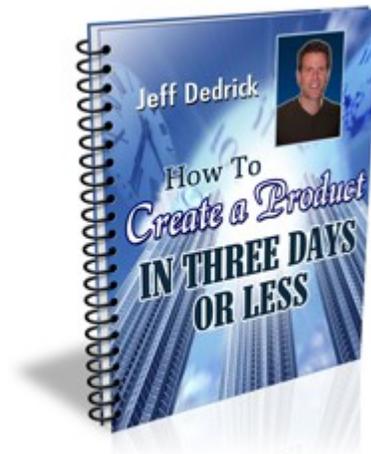
For example:

- Top 10 Tips to Train Problem Dogs
- How to Deal with the Top 10 Lawn Care Problems
- The Top 10 Ways of Creating a Digital Product

Here you would only need to write 2 to 3 pages on each point, add an introduction and a summary, give the report a contents page and perhaps an index and you would have yourself a 40 to 80 page report ready to be given away.

Of course the advantage of this method is it will not cost you anything (other than your time).

**If you want some further help to create your own product, I have arranged to give away Jeff Dedrick's "How to Create a Product in Three Days or Less". Just click on the book image for your free instant access.**



## **Purchase a Report**

If you haven't come across them already, there are documents available on the Web described as having **PLR** or **MRR**. This means you can update them and give them away as your own (PLR) or give them away unchanged (MRR). This is a fantastic way to short cut the product creation process. (see the Chapter Glossary for a full definition).

To find reports on your subject with these sort of rights, do a Google search for "*your niche*" + *PLR*, or "*your niche*" + *MRR*. You should find a large number of articles and/or reports listed that you could use.

As mentioned earlier, PLR articles and documents can be amended to add your personal touch. You could combine several articles, include an introduction and a contents page to create a completely new product. Remember though, make it useful, not just a rehash of outdated information.

Obviously the advantage here is you save your time and you do not need brilliant writing skills. Obviously on the downside there will be a cost, however this shouldn't be great (on some occasions you may even find PLR or MRR products that cost nothing other than supplying a name and email address).

**As a bonus I have provided this report with full MRR so you may give it away in its entirety as a giveaway or as a paid product to build your list.**

**You may not break it down or change any of the contents.**

# **The Giveaway – End of Chapter Exercise**

1. Decide on your niche
2. Do research on your niche and use it to decide whether or not to create your own giveaway or to purchase a PLR report.
3. Write your report or purchase your PLR report.  
(Remember if your niche is IM you can use this report as your giveaway)

# Chapter 2 - Get a Web Presence

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## Chapter Glossary

**Squeeze page** – a simple (usually one page) web site used to collect client information (e.g. first name and email address).

**Domain name** – a website address, e.g.  
[www.kickstartimcourse.com](http://www.kickstartimcourse.com)

**Web Space** – Space on the web you can use to store the information that makes up your web pages.

**Search Engine** – A site that will search the internet for words you supply. The biggest example of this at writing is Google.

**Internet Service Provider (ISP)** – A company that provides users with access to the internet, e.g. AOL, SBC, Comcast, Virgin Media etc.

**HTML (Hypertext Markup Language)** – The code used to create websites

**Upload** – Copy something from your computer onto your web space.

**FTP (File Transfer Protocol)** – A way of uploading files from your computer on to your webspace.

**Search Engine Optimization (SEO)** – ensuring your website is setup to be shown as high as possible on search engine searches.

## **3 Steps to a Web Presence**

Now we need to get down to the *Internet* bit of Internet Marketing. You need to get the offer of your freebie to people.

You also need to be able to collect the information the clients will be “paying” to get their product i.e. their contact details.



To do this you will need a presence on the World Wide Web (WWW).

As this can be seen as quite a complex subject, this chapter has been split into three different areas:

- Getting a Domain Name
- Getting Webspace
- Getting the Client information

Hopefully you will see when you have completed this chapter that there is nothing to be afraid of about getting yourself on to the Web.

## A. Getting a Domain Name

As you probably already know, every website you access will have its own domain name (eg the address starting www).

A domain name provides your website an Internet address so that people can find you.

Under the Domain Name System (DNS), domain names are made up of up to four elements:

- a server prefix
- a domain name
- a domain suffix or extension
- a country code (optional).

For instance, [www.KickStartIMcourse.com](http://www.KickStartIMcourse.com) is an example of a domain name where:

**www**

**KickStartIMcourse**

**com**

- is the server prefix

- is the domain name

- is the domain suffix.

If the suffix had ended in “.co.uk”, this would have contained the optional country code (i.e. UK – United Kingdom)

It is very simple and cheap (can be free – but more about that later) to get one of these names. There are many sites that will rent you a name.



One thing you should be aware of is that many 'Internet Service Providers', (ISPs – i.e. the people

that provide you with your access to the internet) offer free domain services that essentially make a domain name an extension of their address.

For example, if the ISP was 'www.yourISP.com', and you wanted to register a free domain name of "myIMdomain" then the resulting domain name would be:

[www.yourISP.com/myIMdomain](http://www.yourISP.com/myIMdomain)

Obviously from a professional image point of view, this is really a no no. So I would recommend that you avoid this if at all possible.

## Domain Name Providers

There are a huge number of providers out there, just type in "domain name providers" into your search engine and get researching. To speed the process up a little for you and make things easier, I have included a link to a provider that gets some very good press:

[www.GoDaddy.com](http://www.GoDaddy.com)

Once you access one of the sites, they are all pretty similar in the way they work.



## Search for What You Want

Firstly there will be some sort of search facility to allow you to search for the name you want. The search is there to allow you to



see whether the name you want is available or has already been taken by somebody else.

As you can imagine with the size of the internet, a lot, if not all of the simple names

have already gone. So what should you be looking for?

The domain name for your business is your online identity. You should be very careful about choosing a domain name that is memorable, scores quite well with search engine listings, has a trust factor attached to it, and commands a brand value.

A domain name is important for your business correspondences and emails. A long one can cause problems in communication, especially if the domain name seems complex. Here are some tips in choosing a domain name that captures the essence of your brand image or business:

### **Use a company name only if you are famous:**

That is right. If your company name overwhelms the basic product name, then by all means go for the company name as your domain name. For example, people normally use the term Xerox rather than photocopy and if you are Xerox, then you should go for Xerox as a domain name because of the sheer popularity of the brand name. For you and me this is most probably not going to be the case, so using a keyword-rich domain name is a better move for most people.

### **Keep your domain name short:**

The shorter your domain name, the more memorable it is. More often than not, you may find that a simple two-word domain name is already taken. The alternative in this case, is to put a hyphen (-) to your targeted keyword and then add the other word. Search Engine Optimisation (SEO) experts are of the belief that hyphenating two or more words makes a long domain name more search engine friendly. The flip side is that people do not tend to write words with hyphens naturally.

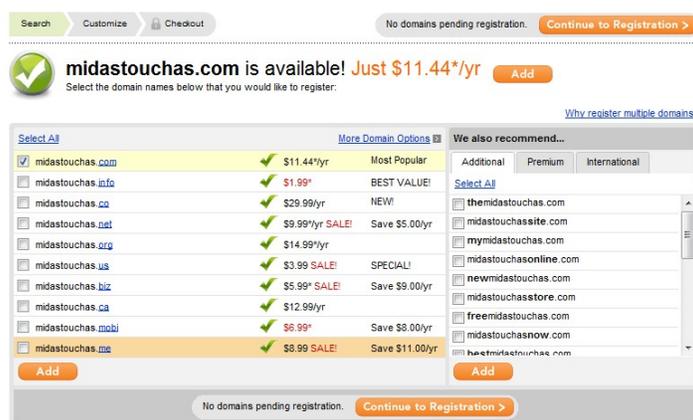
### **Dot.com only:**

My advice to you here is to go for the “.com” option where possible if you are marketing on a global basis. The “.com” is universally recognized as a commercial website.

### **Be patient:**

You should not choose a domain name in minutes merely just to get it over and done with. A hasty decision may cost you a lot. It is better to invest time in research and arrive at the right kind of domain name.

Once you have the idea of what you want your name to be, start doing your searches. You will usually find when you are looking for a domain name that the site will list all the variations in addition to the site you searched for. This way you don't have to search for all the different options separately.



You can have a bit of fun at this point and if your initial name is not available, just keep searching for slight variations, until you get something you are happy with.

Secondly, add the domain name(s) to the “shopping trolley” specifying the number of years you would like the name for. I would suggest that until you know exactly what you are doing to just go for one or two year packages. If and when you renew, you can always increase the duration then.

Thirdly repeat the process if you want/need more than one domain name. You can do this to ensure you have all the variations of your name, e.g. “.com”, “.net”, “.tv”, etc.

Finally go to the checkout and go through the process to purchase the names.

You are now the proud owner of a domain name!

## **B. Getting Webspace**

If you typed in your domain name into Internet Explorer, you would probably find a sales page for the company you had just bought it from. This is because all you have at the moment is a name.

What you now need to do is point that name to the files that make up your website/squeeze page.

These website files in turn need to be stored in a place on the Internet. In other words you need space connected to the World Wide Web where you can store your files. This space is simply known as webspace.

**Imagine webspace as a piece of land ready to be built on.**

Providers of webspace (or web hosting) have giant versions of the hard disk in your computer. This space is split into lots of little bits of space which they then hire out. People hire this space to load their website data and images onto. They then give this space an address to allow others to look at the website by pointing their domain name at the space.

If you imagine webspace as a piece of land ready to be built on, then the website file uploaded into this space would be the house that gets built on the land. Finally the new house is given an address so that people can find it. That address for the new house is the equivalent of the domain name you have just purchased.

Obviously this has been greatly simplified, but is in essence exactly what happens. In the next chapter we will look at the images and files that need to be stored in the space for you to have a website, but first let's look in greater detail at the webspace element of all of this.

As with domain names, there are a huge number of web hosting providers, paid for and free. You may even find that your personal Internet Service Provider (ISP) allows you a certain amount of space.

When you make the decision as to what web hosting provider to use, there are several factors you should consider.

## **Choosing a Web Hosting Provider**

Choosing a reliable web hosting company can become a daunting task if you are not sure of your expectations. There are some essentials to look for in a good web hosting company before making your choice. It is necessary to ask yourself the following questions before you settle on that web hosting provider.

1. How much money is involved in getting your site up and running? There are affordable and reliable hosting providers who can make your site function, usually in 24 hrs.
2. Is a domain name provided as part of the package and if so are there any conditions e.g. does the website hosted using the domain name have to display adverts (sometimes a condition when using free web hosting).
3. How much space will your website need? (Initially if you follow the simple steps in this plan, your space requirement will be fairly minimal, but remember as your business grows so will your space requirements!)
4. Bandwidth should also be a factor. The amount of bandwidth you require is based on the traffic to and from the site, therefore if you are going to do streaming files or uploading/downloading large numbers of large files you will need more bandwidth. Again following the Midas Touch plan will not need huge amounts of bandwidth.

5. Does your site require a database? It is wise to check with the hosting provider, if they can host a database as some providers host only certain types. Once more, initially you are not going to need a database if you follow the Plan outlined here.

It is always wise to research multiple web hosting companies before you make your final decision. Go through their server software, technical requirements and hardware. Compare with other web hosting companies before you make up your mind.

If you are bewildered by the choice out there, the provider I personally use and am very happy with is [JustHost](https://www.justhost.com). As an added bonus they provide a **free** domain name and you can host multiple domain names from the same space.



The screenshot shows the JustHost website homepage. At the top, there's a navigation bar with links for Home, Web Hosting, Features, Why Us, Guarantees, Contact Us, Help Center, Resellers, Sign Up, and Login. The main headline is "The last hosting plan you'll ever need." Below this, it says "Professional Web Hosting from Just Host" and lists several benefits: Unlimited GB's of Space, Unlimited GB's of Transfer, Unlimited Domain Hosting, Unlimited E-Mail Accounts, Unlimited MySQL Databases, FREE Site Builder, FREE Domain for Life, FREE Instant Setup, and Anytime Money Back Guarantee. A central price tag displays "£1.95/month" with a "Sign Up Now" button. A woman's face is visible on the right side of the banner. The page also includes a "Need Help?" section with a "Click Here For Live Support" link and a "Country: United Kingdom" dropdown menu.

## C. Making the Offer and Getting the Client information

So you now have your domain name and the space to host your offer of your freebie. It's now time to create you website – albeit a very small and simple website. The website you are going to create is a mini site known as a “squeeze page” (also known as a landing page). It is going to consist of only 1 page, it is going to make the tantalising offer of your free product and it is going to have fields for the client to enter their contact details.

As you have looked around the web, no doubt you have come across a number of single sales or squeeze pages. You know the type, text advertising whatever it is and then a form at the end for you to send for the item

Here's an example of the top part of one of my squeeze pages at [www.kickthesmokinghabitnow.com](http://www.kickthesmokinghabitnow.com)

Now if you are anything like me, you might be thinking there is no way you will be able to create anything like this. Well don't worry, even if you have never even heard of HTML until now, keep reading to find out what you can do to get your very own "squeeze page".



The image shows a screenshot of a squeeze page for an e-book titled "Kick The Smoking Habit". The page has a dark, textured background with a barbed wire fence and a lit cigarette. The main headline is "KICK THE SMOKING HABIT" in large, bold, white and red letters. Below the headline, it says "Reveals How To Kick The Smoking Habit Forever". The page features a yellow banner that reads "Attention Frustrated Smokers" and a black banner that says "If you want to get rid of your smoking habit once and for all, read on!". The main offer is highlighted in red: "Free E-Book (Worth \$47) Reveals How To Kick The Smoking Habit Forever!". Below this, a paragraph explains that the free e-book "Kick the Smoking Habit!" (Worth \$47) will help quit smoking forever. To the left of the text is an image of the e-book cover, which has a "FREE" starburst. To the right is a form with fields for "First Name" and "Email Address", and a yellow button labeled "Send My Free E-book". A small note at the bottom right states: "Note: Your information is confidential. I will never sell or share your details with anyone. You may unsubscribe anytime. I hate spam just as much as you do."

# The Squeeze Page

So what options do you have when you need a squeeze page? The answer to this question really does depend on how much you can/want to invest in the process.

Let's have a look at some of the options you have available to you:

1. **DIY** - Let's start with the obvious and the idea of you creating the page by yourself from scratch. This is a good route if you:
  - a. Have previous experience of HTML
  - b. Like to think of yourself as creative and want to learn the skills of putting something together for yourself.
  - c. Have at least some free time available.

You will require an HTML editor; a free one that I have used with great success is Komposer. It is a WYSIWYG (what you see is what you get) product, which means that you don't need lots of HTML coding knowledge (a little knowledge, although not absolutely necessary will help). This means it greatly simplifies the whole process. To get a copy of the software, just type Komposer into Google (or whatever you use as your search engine) and access one of the sites it can be downloaded from.

If this is the route that appeals to you but the thought of getting to grips with HTML is putting you off, I would thoroughly recommend the [EA Squeeze – The Instant Squeeze Page Generator](#). Take a look at how easy it makes creating a squeeze page by clicking the link.

2. **Off The Shelf** – In the advice I gave you earlier to help with the creation of your give away product, you will remember I suggested the use of PLR or MRR products. The bonus when utilising this sort of product, is that the author of the product will often also provide a squeeze/landing page. If this is the case, you will only need to make slight amendments to ensure it does what you want it to do before you upload it to your

t web space. So in this instance the amount of work you need to do is greatly reduced.

- o 3. **Outsource** – At first glance this may look an expensive option that is outside your league as a new starter. In reality you should find that you can get a brand new squeeze page with graphics promoting your product for less than \$50.

When you imagine the time and effort this will save you along with the professional results, it is something you should seriously consider. There are numerous freelance sites that are available. If you type “freelance sites” into your search engine you will be able to browse through those available.

The site I tend to use is:

[www.Scriptlance.com](http://www.Scriptlance.com)

## Creating Your Own Squeeze Page

The goal of your squeeze page is to cause your visitors to take definite action. You don't want your visitors to leave until you get them to sign up for your free product. So here are some tips to get that action from your visitors:

1. **Content Relevance** - Your squeeze page content must be relevant to what people were looking for when they clicked to get onto the page. The closer the match is the higher the chances of conversion.
2. **Be Concise** - Net writing is different than offline writing. Generally, when people surf the Internet they give short attention span to what they are reading. So be concise. By all means give them information but be concise. Don't use more than three sentences to communicate a point. Use bulleted lists to communicate the benefits of your product or service.
3. **Get straight to the point** - The squeeze page is a highly customized marketing copy for your product. Don't distract

your visitors with advertisements or links to other web pages.

4. **Focus** - Dedicate one squeeze page to only one product or service. Don't try to promote multiple products or services on one page. Create separate landing pages and campaigns if you have multiple products or services to promote.

5. **Be Factual** – Use facts and figures instead of generalities.

G      General: Prices Reduced      Factual: Prices Reduced by 20%

6. **A Clear Call to Action** – Tell your visitors what you want them to do, in our case, fill in name and email address to get their free gift. Keep all call to action text in bold.

7. **Readable Text** - Sure, there's nothing much to look at a page with white background and black fonts. But it's definitely easier to read than a red background with black fonts. Remember, it's the words that sell. Your website visitors must be able to read your text with ease.

8. **Graphics and Images** – There are two thoughts when it comes to squeeze pages. Firstly that the words are the important part of the page so keep visual effects to a minimum. While others believe that professional graphics (ebook images etc) go a long way to tempting potential subscribers. I have to say personally that I tend to go with the second theory. I have found that a good graphic or two is just as (if not more) important than the product itself!

9. **Grammatical and Spelling Errors** - Check through your text and correct all grammatical and spelling errors. Errors give your website visitors a negative impression of you and your product. Once visitors have a negative impression, it becomes difficult to convince them of the product or service you are promoting. First impressions count a lot.

10. **Make it personal** - Make it personal to connect with your visitors. Use a lot of “You” and “Your” in the text.

11. **Make your text clear and simple to understand** - Avoid colloquialism or jargon. Use terms and phrases that people readily understood.

r

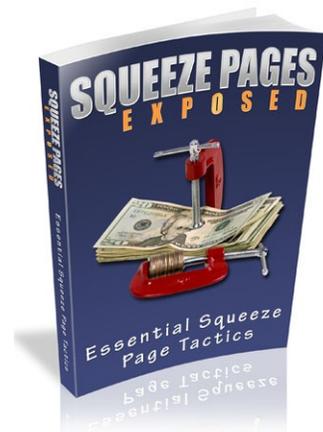
12. **A Powerful Headline - Spend your time on creating a** powerful headline with impact. It has been shown time and again that people are very often persuaded to take action by just the headline.

13. **Solve Problems** – People respond most to products that solve problems they have. Therefore concentrate on what problem your product is going to resolve for the visitor and focus on that.

A good squeeze page will create good conversion rates so it is worth taking the time to think and rethink, work and rework your squeeze pages.

## **Special Bonus**

**To help with your Squeeze page, get your special free bonus by clicking on the image:**



# The Opt-in Form

So now you have your irresistible offer, you need to create a way for the reader to be able to enter their details. This is done via an

“Opt-in Form” created using an Autoresponder provider of which there are many.

Just fill in the below form and hit  
"Send My Free E-book" to download your e-book:

First Name :

Email Address :

**Send My Free E-book**

\*Note: Your information is confidential. I will never sell or share your details with anyone. You may unsubscribe anytime. I hate spam just as much as you do.

As always your next step is to find one that provides what you need at a price you are willing to pay. I have personally had experience with two and can recommend them both.

The first, and quite possibly the most well known of the players in this market, is [AWEBER](#). It has a number of very useful features. At time of writing the cost of an [AWEBER](#) account is \$19 per month for up to 500 subscribers. To visit the [AWEBER](#) site click [HERE](#)

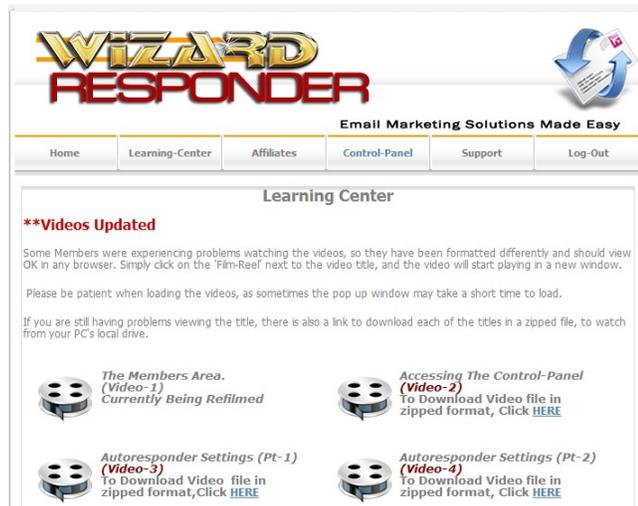
The second option is [Wizard Responder Pro](#) and has less of the fancy features, but still does a great job of getting your emails out. Due to the lack of complexity, this is a good choice for individuals just starting out. In addition, another bonus is that the cost of the service is also significantly less than many other similar services. At time of writing the cost of the [Wizard Responder Pro](#) service is around \$10 per month. If you would like to visit the *Wizard Responder* site, click [HERE](#).

Once you have signed up there are lots of help, tutorials and videos to enable you to use the sites, including setting up opt-in forms.

Once you have created your form within your Autoresponder provider, it is then just a matter of copying and pasting it into your squeeze page and positioning it where you want it.

**TIP:** At this point it is worth pointing out that the positioning of the opt-in form is important. It has been shown time and time again that forms “above the fold” (ie you wouldn’t have to scroll down the page to see it) convert far better than when it is further down the form.

I will be returning to the Autoresponder in a later chapter to show you how you would use the service to obtain the long term relationship mentioned earlier.



## Uploading the Squeeze Page

You should now have a squeeze page saved as a HTML file (i.e. a file with the suffix “.html”). For people to see and access this page on the internet, it needs to be uploaded to the web space you obtained in the previous chapter.

At this point I should point out that the default screen displayed when you enter a website address is what is stored in the “index.html” file. Therefore it is essential your squeeze page is saved as “index.html”. Other names for other files are up to you, but this one is a must.

To upload the files making up your squeeze page (index.html plus the graphics files) you will need an FTP application. There are lots of different FTP applications, some paid for and some free. A free one that I use and can recommend for its simplicity is Filezilla (type Filezilla into your search engine and you will be presented with various sites where you can download the application).

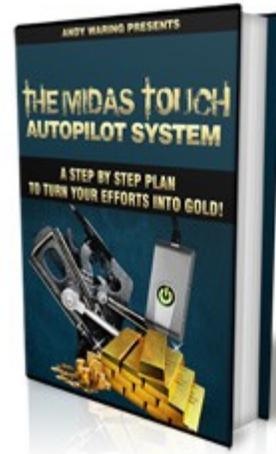
If all this is starting to sound a bit “techy” don’t worry. There is plenty of help on how to use the software, both from within the application itself and on forums on the web. In the simplest terms, the FTP application will have part of its screen showing the contents of your hard drive and another part of the screen showing your webspace. You would select the files you want to upload, select the folder in your webspace in which you wanted to upload the files to and then just start the copy process - simple.

Once you have completed the upload, you should be able to enter your domain name into your browser and your squeeze page will be displayed in all its glory. If you find at this point that there is an issue (e.g. graphics not displaying, error messages being displayed etc.) don’t worry! I have lost count of the number of squeeze pages that didn’t go up perfectly first time, (or second or third time for that matter)! Just stay calm and go through all the steps again to make sure everything is as it should be.

You now have your presence on the web, so let’s see how you can monetize this whole process to start making money on autopilot.

## **Special Bonus 2**

In addition to allowing you to use this report as your free gift, I am also giving to you a squeeze page and down load page to really kickstart things for you. Just click on the image for a no opt-in free gift.



# Get a Web Presence – End of Chapter Exercise

1. Start researching web hosting and domain name providers (Remember the company I use. [JustHost](#) supplies a free domain name with its webspace).
2. Search for and purchase a domain name for your mini site (if you have not gone with the free offer through [JustHost](#)).
3. Download your squeeze page report [free bonus](#) – even if you don't plan to write your squeeze and sales pages from scratch they will assist you in assessing squeeze pages that you buy off the shelf or are created for you.
4. If you plan to offer this report as your gift, or would just like a template to use, download your free [Opt-in and Download templates](#).
5. Find and sign up with an Autoresponder service. The two I have used with success are [Wizard Responder Pro](#) and [AWEBER](#).
6. Decide on how you would like to create your squeeze page. DIY, Off the Shelf or Outsource. If you are going down the DIY route you will be greatly simplified by using [EA Squeeze – The Instant Squeeze Page Generator](#).  
If you want to try the outsource route, sign up for [Scriptlance](#) (it's free to join).
7. Search for Filezilla on Google and install it on your PC
8. Upload your squeeze page and associated files to your webspace – Before you do this make sure you have added an option form to collect the details of the people wanting the freegift you are offering – We shall cover Opt-in Forms within the Autoresponder section of **Chapter 4 - Email Followup**.

# **Chapter 3 - The One Time Offer**

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## **Chapter Glossary**

**One Time Offer (OTO)** – an often highly discounted product or service offered to a client on a strictly one time only basis.

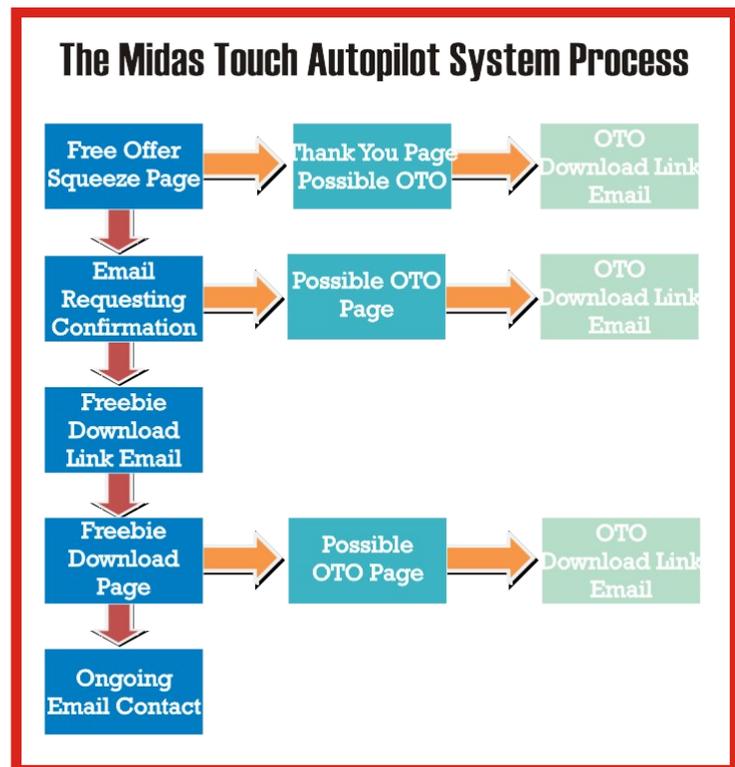
**Resale Rights (RR)** – Rights to sell a product for personal use. The purchaser can not sell on to other users.

## **OTO – An Explanation**

The one time offer or OTO is simply an offer you present to a client within the freebie sign up process. You will present the offer either as soon as they have requested your freebie, or when they have confirmed their email address, or once they have downloaded their product, or alternatively some combination of all these points.

The product(s) on offer should be directly related to your initial freebie report and ideally should be at a discount to its normal selling price. It's preferable, although by no means essential, that the initial OTO(s) are relatively cheap. The reason for this is that it is not too much of a mindset jump for them to go from the freebie to this small investment product. This way, as long as the product is relevant to what they want, they are likely to progress with the transaction.

To illustrate the way you will be using your One Time Offer within the Midas Touch Autopilot Plan, here is the complete process in a graphical form:



# Getting Your Product

You have various options when deciding on how to obtain something to offer. These include

## **Create Something Yourself**

You have seen earlier how you can create your own products starting from scratch.

**Advantages** – No direct cost (although remember time is money!)

**Disadvantages** – You need the time and skills to be able to produce something that people might want

## **Buy the Rights To Sell a Product**

You saw earlier the availability of PLR and MRR products, and there is also RR or Resale Rights to consider. These can be an ideal way of obtaining products to offer as a OTO. If you are doing this though, just bear in mind how many times have the rights been sold and therefore how common is the product in question.

Obviously if it is something that has saturated the market already it probably won't be a big seller! This is especially true for an MRR/RR product as you can only offer the product as it is, without amending it. It is not such a great problem with the PLR product as you will be able to amend the contents along with the name of the product.

**Advantages** – Saves time and far cheaper than having a product developed from scratch.

**Disadvantages** – The product can be saturated in the market place, especially if it is MRR/RR. There is some financial cost involved

## **Have a Product Created For You**

If you have an idea for a product, but don't have either the time or the skills to create it, you could outsource. Give your instructions to a freelancer with the skills you need and hire them to create your product. For some ideas you can go to the freelancer sites to see the sort of things that are being outsourced and created.

**Advantages** – You will have a unique never before seen product to offer. You can be doing other things to build your business while the product is being created.

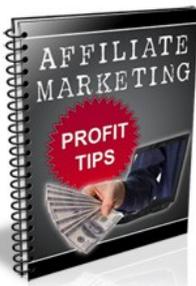
**Disadvantages** – This will be the most expensive of all the options. It takes a certain amount of time to get used to giving the required instructions to create exactly what you want.

### **Offer a Product as an Affiliate**

If none of the options above really appeal to you, there is the option of becoming an affiliate. In simple terms becoming an affiliate of a product allows you to offer and sell a product on behalf of somebody else and get paid a percentage commission (usually in the region of 30% - 75%)

In truth, you don't do any of the selling, you just need to get people to the sales pages created by the product owner. Obviously this therefore simplifies the whole process, and you can ignore the following Sales Page, Payments and Download Pages sections as all this would have been done by the product owner.

To further simplify the whole process, there are various sites that manage the whole process, including making sure you get paid. Two of the largest and most popular of these sites are [Clickbank](#) and [PayDotCom](#), both of which I personally use. I thoroughly encourage you to sign up with both (they are both free), and get promoting their products, either as your OTO upfront or later when you email your list.



### **Bonus**

**Click on the image for instant access to a free report (which I am providing with MRR!) that will really fine tune making a profit from affiliate marketing for you!**

**Advantages** – No cost, instant access and no skills or knowledge of product creation is required.

**Disadvantages** – You only receive a percentage of the product cost. You may have to wait a short while to get your money from a sale.

A little later I will be covering a way of creating sure fire products when you are devoid of ideas of what to create.

## **A Sales Page**

With any OTO you are offering you will need a “sales page”. This is very much like the squeeze page I told you about earlier, but rather than collecting the details of the visitor, it will take them to some sort of payment facility.

The one element that you must ensure is present in any OTO sales page is to stress that this is only going to be offered to them once. This is the truth as they are seeing this as part of the sign up process and they won't be going through the process again.

The thought that they will only have one chance to obtain what you are offering has a powerful psychological effect based upon our reaction to scarcity. Believe me when I say this is a very powerful proven technique that is guaranteed to bring you in extra sales if you do it right.

## **Payments**

In the past collecting payments could be quite complex and/or expensive, however nowadays with [Paypal](#), this is not the case.



You may or may not already be using [Paypal](#), but it is an increasingly common way of carrying out financial transactions on the web. It is simple and it is relatively cheap and therefore we will be using this method to take payments for the products you are going to offer.

Therefore one of the first things you must do is set yourself up with a [PayPal](#) account. This can be done by clicking - [Link to PayPal](#)

The screenshot shows the PayPal Merchant Services page. At the top, there is a search bar and links for 'Log Out' and 'Safety Advice'. Below that is the PayPal logo and a navigation menu with options: 'My Account', 'Send Money', 'Request Money', 'Merchant Services', 'Auction Tools', 'Products & Services', and 'Help'. The main heading is 'PAYPAL MERCHANT SERVICES'. Underneath, there are four tabs: 'Set up your payment solution', 'Protecting your business', 'Managing your business', and 'Growing your business'. The 'Set up your payment solution' tab is selected, displaying a message for new merchants and a list of links for 'Start accepting payments', 'API solutions', and 'Other payment tools'.

Once there just follow the instructions to set up your merchant account.

Having created your account, you should visit the Merchant Services area of their website. Here you will find a number of useful tools. The one you are most interested in, on this occasion, is the “Buy Now Buttons” option. Clicking this button will take you step by step through the process of creating a Buy Now button linked to your account.

The process will create some HTML coding for you. At this point you just need to copy and paste this code into your sales page(s). When the client clicks on this button they will be taken through the financial transaction with the money going straight into your account.

As part of the process to set up the button it will ask where you want the buyer to be sent once the transaction has been completed. This should direct them to the page you have set up to allow the user to download the product.

## **The Download Page**

The Download page is another webpage with a link to the product you are selling. The purchaser would use the download link to download the product to their computer.

The page, like your Squeeze page or Sales Page, is just another HTML page that you will upload to the webspace you obtained earlier. You can name the page anything you want but try not to make it obvious so people could stumble across it. (for an idea of how a download page could look, have a look again at the page you used to download this plan).

You are either going to have to create the download page from scratch, or if you have purchased PLR/MRR rights to a product you may very well have been provided with a ready made page. All you will need to do in this case is change the details on the page of the location and the name of the download file. The creation or editing of the page can be done via the Komposer application you installed earlier.

In summary, the OTO is not something you have to create, however it will allow you to earn while you build your list. At the very least it will enable you to cover the costs of building your list

# **The One Time Offer – End of Lesson Exercises**

1. Obtain your OTO product(s) – Create it, PLR/MRR/RR, Outsource the production, promote affiliate products ([Clickbank](#) and [PayDotCom](#)).
  2. Sign up to [PayPal](#).
  3. Create/Purchase your sales pages, ensuring that they emphasise this is a one time only offer and when the visitor moves past them, they won't see them again.
  4. Create your Buy Now button on PayPal and paste it into your sales page.
  5. Upload the sales pages and product(s) to your webspace.
- (Obviously steps 2, 3,4,and 5 are only required if you do not go down the affiliate route)
6. Download your free bonus [Affiliate Marketing Tips with MRR](#)

# **Chapter 4 - Email Followup**

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## **Chapter Glossary**

**Autoresponder** – a service that collects the details of your subscribers and will automatically send pre-created emails to them.

## **Monetizing the List**

Now you have your list, which is building everyday as more people subscribe via your freebie, it is time to monetize that list. You are going to do this by sending regular emails to your subscribers with



information and the occasional offer relating to their area of interest.

Now this could feasibly be done manually if you only had a few users. But realistically it would be a full time job trying to keep track of what emails you had sent out to which subscribers and making

sure they all received the correct mails at the correct time. I am not here to create you a whole heap of new work. This guide is called the Midas Touch Autopilot System, and that's what I want you to create; a business that will more or less look after itself.

To do this you are going to need the services of a good autoresponder system.

## **Autoresponders**

I stressed earlier that “the money is in the list”. You will use your autoresponder service to target your potential with a relationship based soft sell approach with a series of emails. The likelihood of a successful relationship with your customers is significantly enhanced with the power of autoresponders.

Internet marketing is made easier with the use of autoresponders. They can fulfil tasks that would otherwise be difficult to complete and also be moulded to fit in with your marketing plan.

For example, you may decide that as part of your online marketing efforts you would like to offer a 5-part e-course on your niche area.

Without an autoresponder this would be very difficult. However, with an autoresponder in your marketing arsenal, you are able to achieve this by automatically sending out your e-course spread over a number of days, keeping your customers interested and eager for the next part of the course.

Once your autoresponder has been setup, you can rest assured that your emails and follow-up emails are running on autopilot. This saves you a lot of time, which can be spent on your other marketing work.

The whole of this system has the autoresponder at its core. Therefore if you haven't already, I urge you to get signed up to an Autoresponder as soon as you are serious about earning money online. I have used and can recommend [Wizard Responder Pro](#) and [AWEBER](#), however I should state there are many others out there (I just haven't used them).

## **The Email Messages**

It is widely held belief that a potential customer must hear your message several times before they will commit and make a purchase. This multiple contact is easy with an autoresponder and most probably unachievable without one (especially as your list grows).

You've probably seen the lengths that people go to on sales pages to try and persuade you to buy their product. I don't know about you but the hard sell often turns me off. However, use an autoresponder and you can take a much more subtle and long term approach to gain the trust of the prospect.

A good idea is to build interest among your list gradually, starting by providing useful and helpful information on the topic that your product is related to. You can then progress from there with each message to include how your product (or product you are promoting) is going to be of benefit to the customer and how it can solve their problem. Do not merely send a few emails saying the respondent should buy your product, else they will probably stop reading your mails after the first one or two. Remember you are in this for the long term and the relationship is the thing.



So the first step with in this part of the system is to create a number of emails containing information that is of interest to the receiver i.e. is related to the original free gift.

To create these messages you could reinterpret information that you have found on the net (but DON'T just copy text!), use PLR articles as a base for your mails, or even outsource the production of 10 or 20 mails that you just then need to add to your a autoresponder.

Include within some of the emails, links to product promotions related to what you are discussing. For example if you were writing a mail on tips to develop a list, you could provide a link to a training product that helps people build their lists from scratch.

The products you offer within the mails can either be your own or ones you are promoting as an affiliate. To cut down on your effort at this point, I would suggest you initially stick to the affiliate route. Spend your time finding products you like the look of. Where possible try them out yourself before promoting them, this way you can talk with conviction when you send your list to the sales page. As you become more comfortable with the process you can create and promote your own products.

**Tip:** If you are creating your own products, why not put them on the affiliate sites you have been using to get others to promote them!

Set up the emails on the autoresponder with a predefined delay between each mail being sent out. Initially you can contact a little more while they are “hot”, so maybe two or three times a week. After a while you may want to reduce that to one or two a week. The key is test and see what works best for you.

What you must remember is the Win Win concept introduced earlier. If you provide good quality, information rich, emails, the subscriber will find them useful and therefore it is a win for them. At the same time if they are finding the information useful, they are more likely to read your mails and if they are reading your mails they are more likely to take up one of the products you are promoting. Therefore you win. You both win and so the relationship will benefit. As soon as you start just throwing out glorified adverts, people will not want to even open your mails!

# **Email Marketing Secrets Course**

If you have read this chapter and thought it all makes sense, but are not quite sure exactly how you are going to go about things, I may have the answer.

Having done some searching on your behalf, I have come across one of the most complete video based email marketing courses I think I have ever seen: [Email Marketing Secrets](#). I believe there is information within it that could help most marketers. Some of the things it will show you are:

- The main component of customer relations you'll need to know to ensure your business will not fall flat on its face
- Utilizing your list as your very own Public Relations team to announce new product launches!
- A special 'free gift' for your subscribers that is fun to read and makes them look forward to hearing from you!
- The system most marketers use to make sure their list is full of interested, hungry prospects and not freebie seekers!
- How you can still maximize your customer lists for extra profit juice even if your company is not Internet-based!
- A simple, effective way to discover if the product you're going to offer will be a mega success or mega flop
- Minor customer service boo-boos that will irritate and frustrate your prospects, and how to avoid such situations!
- Programs to help you discover if your email campaigns are a roaring success or more improvements are needed.
- The ultimate no-no of email marketing which could cause you to close shop almost instantly
- Combining email marketing and affiliate marketing for an explosion of cash into your accounts!
- Straightforward and effective methods of driving streams of targeted, hungry buyers right into those lists...

As you can see there is some real “meat” contained within this course.

To get access to your very own copy of the course, click on the image below



# **Email Follow up – End of Chapter Exercises**

1. If you haven't already, research and sign up to the Autoresponder which best fits what you want to do. (I have used and can recommend [Wizard Responder Pro](#) and [AWEBER](#)).
2. Select product(s) to promote within your mails. This could be your own products or ones you are promoting as affiliate ([Clickbank](#) and [PayDotCom](#)).
3. Write or purchase your email follow messages, making sure they include the links to the product(s) you have selected to promote.
4. Include the emails within your autoresponder to be sent automatically to anyone who signs up to your list.
5. Get your copy of the [Email Marketing Secrets](#).

# **Chapter 5 – An Alternative Product Creation Strategy**

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## **Lesson Glossary**

**Digital products** – products that can be stored on your computer and transferred electronically. This could be an ebook, a series of screen capture videos, sound files etc.

**Freelancer** – someone who will carry out work for you for a predetermined cost.

**Ghostwriter** – A person who will create some writing for you under your name.

## **Product Types**

As I touched on earlier there are various ways you can obtain products that you can promote and sell to your list. Whether you are someone who loves the idea of writing or someone who is filled with dread at the very thought, this chapter could be useful.

The first thing to say is that the products we are interested in here are those that are “digital” in nature. The reason for this is that we are setting up an autopilot system; a system that is going to run without you. Digital documents are ideal for this as, once the system is set up, they can be paid for and downloaded without any human intervention.

Having decided on the digital product approach, the next decision is what route are you going to down obtain your product to promote:

- Create Your Own Product
- Outsource
- Affiliates

In previous chapters I have given you a number of ideas about how you could produce or obtain your own products. However if you are still wondering what you can produce, or even what is it that your customers want, this chapter might just have the answer.

I am going to show you over the following pages how you can use your competition to help you create your products!

## **Doing The Research**

In marketing, there are trends. And these trends revolve around what is selling, how well it is selling, and the products cropping up around it – i.e. what’s hot.

These trends can move quickly, depending on the product. But it is always easy to tell what is hot right now, and what related products are going to be in demand. The topic of these trends will be the subject of the “Hot Launches” you will have been constantly bombarded with in the emails you receive (if you are on the lists of the big players in your niche – if you are not on these lists, sign up now they are a great way to see how other people do things!)

The idea here is that you use this information to capitalize on these trends.

The thing is you don't necessarily have to be the most original person in your field to make your mark in Internet Marketing (IM).

Our first step in this alternative method is to find out what that hot topic is at the moment. If you don't already know from your emails, take a few moments to research what is hot on the Web.

Having done this work, and armed with what the hot trend of the moment is, find some related digital products with some hype building up around its release. As mentioned earlier if you are already on the big marketers' lists you will already have the product of the moment. If not, get onto [www.warriorforum.com](http://www.warriorforum.com) (probably the biggest IM forum) to check out what is being written about.

Having found the product, what you now want to do is survey the core concept of the product and decide if it is something you can feasibly market for yourself? Is this in the niche that you are in, is this the sort of thing that your customers would want?

## **The Method**

**Before we continue, I want to stress at this point that I am in no way advocating plagiarism within this strategy. As far as I'm concerned copying is ethically, morally and legally wrong.**

**However the taking of concepts and reinterpreting these concepts is completely different.**

What you are going to do is to copy the text from the sales page of the product you have selected. Having pasted the text into a document, remove any of the testimonials, photos, images or anything specific to the product.

At this stage, what you want (and what you should have) is a breakdown of the main points or concepts behind the idea. In effect this is the structure or skeleton of the product.

Unless you are a particularly good writer, what you are going to do is get someone else to put some “meat on the bones” of the “skeleton” you have. You have a pretty detailed specification to outsource the creation of the product to a good freelance copywriter or ghostwriter.

I know I've mentioned outsourcing work before and you may have dismissed it as too complicated or too



expensive. However it is a more and more common way for marketers to work. In addition the more you build your business the more you will find that there are things you can't do that are ideal to be outsourced.

As I've mentioned before there are many websites providing freelancers (just type “freelance” into your favourite search engine), but the one I tend to use is:

[www.Scriptlance.com](http://www.Scriptlance.com)

So having found your freelancer, get them to produce a product based upon the specification you have just created.

So to reiterate, what you are doing is taking the general ideas of the hot product and expanding on them in a way that is unique to you. Well, it will be unique to you once you've paid your ghostwriter, that is.

Timing is of the essence here, however. If you wait too long, you may miss the boat entirely and lose out on all the profits to be had with this kind of product. This is the internet - trends can be fast-moving.

Some marketers will take this process a few steps further by purchasing the product on which they are basing their own product. They will then get the contents rewritten with new graphics and a new page, a shiny new name and look - it is a completely different animal.

Now, whether or not you consider this extra step ethical is up to you. But remember here; all you are doing is working with the ideas that someone else has put out there. You are then taking it and morphing it into something different. Whether you've seen the actual product or not, you are putting something out there that is 100% you.

There is very little new in this world, most information has been around for a long time but each new person reinterprets what has already gone. This is what you are doing here. Therefore as long as you're not directly duplicating any of the original product there is no harm done and no rules broken.

So there you go, if you have been struggling with your product creation, here is one method to help you on your way. But as always, it is one thing reading this information and another doing something about it!

# **An Alternative Product Creation Strategy - End of Chapter Exercises**

1. Research what is “Hot” in your niche.
  2. Find a product sales page that you like the sound of.
  3. Create a new product specification document by copying and pasting the contents of the sales page. Remember remove all text and/or images that specifically relate to the original product being sold.
- S
4. Sign up to your freelance sites (it’s free):  
[www.scriptlance.com](http://www.scriptlance.com)
  5. Advertise your job to find a freelancer with the right skills, feedback and pricing structure for you (Tip – don’t necessarily go for the cheapest and read past feedback carefully.)
  6. You have yourself a shiny new product to either include in your sales funnel or have as your giveaway to attract members to your list (see Lesson 1).

# **Part 2**

## **Promotion and Getting Traffic**

○○○

# The Importance of Traffic

By now, if you have followed the system so far, you will have:

- ✓ a gift to giveaway
- ✓ web presence with a squeeze page to collect details
- ✓ products to promote (whether you have created them yourself or are acting as an affiliate)
- ✓ a One Time Offer to start monetizing the process right from the start.

In fact have your very own Midas Touch System.

**CONGRATULATIONS!!**

If you don't have any one of these, it's time to return to the appropriate chapter and put it in place.

However it is OK having this system all set up, but if no one ever sees it nothing will ever happen!

Pretty obvious really, but it's not always so obvious how you are going to get these people to see what you have to offer. I know when I first started, this was a big obstacle for me, and I know it is for a lot of people just starting off (and some who have been around for a long time!).

Therefore over the following few chapters I will be showing you some really effective ways to ensure you are getting a constant stream of people coming to your squeeze page.

I want to stress these are not the only ways to get traffic, but they are tried and tested methods that work. Put in the work and you **WILL** get the results.

The other thing to note is that all these methods work, and they work independently. Therefore, don't feel you have to carry out all

the methods. But of course the more you do, the more traffic you will get.

OK, without further a do, let's start creating that traffic for you!

# Chapter 6 - Viral Reports

## Lesson Glossary

**Targeted Traffic** – Visitors to your website/squeeze page who have a distinct interest (or even need!) for what you are providing.

**Viral Marketing** – A concept that relies on people giving several other people what they have, and the people receiving the gift in turn passing it on to several more people. Think in terms of the way a cold is spread quickly and widely.

**PDF (Portable Document Format)** – this is a document type that allows a document to be displayed in exactly the same way (format, images etc) no matter where it is opened - pretty much the standard for reports within internet marketing.

# Free Viral Reports

In this first traffic chapter, I will be showing you how you can use a free report as the start of a steady stream of highly targeted traffic!

You may be thinking, how can giving a free report away help bring you ongoing traffic? Well let me illustrate this hugely beneficial concept by showing what would happen if you were to give a report to 3 people, who in turn each gave it to 3 people, who again each gave the report away to 3 people etc. etc (you get the picture I'm sure)

At the first stage then it is 1 x 3 (as I'm giving away the report to three people). If these three people give the report away to 3 people each you get:

$$3 \quad \times 3 \text{ reports} = 9$$

Then those 9 give it to 3 people:

$$9 \quad \times 3 \text{ reports} = 27$$

and so on, again and again:

$$27 \quad \times 3 \text{ reports} = 81$$

$$81 \quad \times 3 \text{ reports} = 243$$

$$243 \quad \times 3 \text{ reports} = 729$$

$$729 \quad \times 3 \text{ reports} = 2187$$

$$2187 \quad \times 3 \text{ reports} = 6561$$

$$6561 \quad \times 3 \text{ reports} = 19683$$

$$19683 \quad \times 3 \text{ reports} = 59049$$

I could go on, but I think I have made my point. As you can see at only the tenth level, the report is with over 59 Thousand people, each one clicking on your links!

The other point to make, is that of course this is not just any traffic, it will be highly targeted traffic as well – just how good is that!

Viral marketing is an important cog in the big picture of generating traffic to your squeeze page.

In simple terms, the way you are going to do this is:

**Step 1** - generate a free report containing links to your squeeze page

**Step 2** – distribute/giveaway the report to marketers

**Step 3** – the other marketers will then disperse the report to their followers - be they e-mail contacts or website subscribers.

This goes back to the principle of Win Win I introduced at the beginning of this plan. This type of marketing is incredibly beneficial for both you and the marketer. Why? Because the marketer gains a report with great content that they can distribute to their following and you will gain targeted traffic via the links you include in the report – classic Win – Win!

## **A Strong Memorable Title**

So what makes a great viral report?

A great title, that's what.

If you have a title for your report that's simple or "just okay" you might get some traffic, but it will easily be overlooked by people reading it. It's not interesting enough for their time.

It's the same principle with book titles in a book store. Unless a shopper comes in specifically looking for a book titled "**How to Generate Website Traffic**" they're more likely going to be drawn to

a title like “**EMPIRE BUILDING: Generating targeted traffic that pays off**”. Dramatic strong titles catch people’s attention – **FACT**.

The point is, when you’re creating a report that you want to use in a viral marketing campaign, you have to think about appealing not only to the people receiving the report, but also to the marketers who will be distributing the report.

**Dramatic strong titles catch people’s attention – FACT.**

You want to make the report something that those marketers want to give away and a strong title will make sure you keep catching their eye. If the marketers don’t even notice your report when looking for something they can give away, they’re not going to be likely to distribute it. As them distributing the report is the key to this whole strategy, you **NEED** that strong title.

Hopefully you can see from what I have already said, you are really going to have to think about your title. This is where you need to really “think outside the box”, and don’t worry if it seems a little out of left field at first. You want and need to catch people’s attention and the way you do that is with a title that will grab them by the lapels and yells, “Read me!”

If you are fretting that you are just not creative, take a look at the names that some of the gurus have come up with for their products. I’m not saying you should copy what they are doing, but it is amazing the sort of inspiration you can get from doing this.

So I summary of this section; If the report stands out, and is unique to your particular niche, you will have half (if not more!) of the battle won for you.

# **The Report**

The next step after you've come up with a title is to put the report together. Below you will find two ways you can go about doing this:

## **1- Using a Freelance Ghostwriter**

There are a variety of websites that will link you up with a freelance ghostwriter who will write up a report for you. It's going to cost money, but if writing isn't your strong suit, it's going to be well worth the cost.

A way to reduce the cost is to ask for a writer who will write a variety of different articles on your report's topic. Say, for example, you're going to distribute a report on the seven deadly sins, you will want an article about each of the sins (obviously each including links back to your squeeze page!).

Getting a packet of separate articles will actually prove to be more cost-efficient than having someone put together an entire report.

From these reports, you are then just going to combine them as the separate chapters of your report. Make any amendments you see fit (it is always easier to amend something than create something from scratch) and then look at adding an introduction, a summary and an index. You now have your viral report ready to giveaway.

There are many freelance sites that offer the services of Ghostwriters, but my favourite is [www.Scriptlance.com](http://www.Scriptlance.com)

## **2- Create the Report Yourself**

This doesn't have to involve as much work as you might think. All it will really entail is a simple search for your topic. Find websites with articles about the elements you're including and simply lift them.

NOTE: If you are lifting an entire article, please be sure that you check the terms and conditions of copyrights on the website. If you can't find the terms or conditions, don't hesitate to contact the original author. Many times they will say yes, but it's better to ask permission than beg forgiveness after a public faux pas. You may also have to do a little bit of research yourself in order to fact check the articles, so keep that in mind as well.

However, if you're up for a little bit of work, you can rewrite the articles yourself. You've already got the meat and potatoes, you simply need to tweak it to your specifications and to make it sound like your own voice.

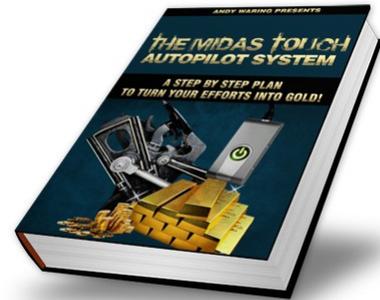
**Remember! The whole point of this is to get traffic, so make sure links to your squeeze page/website are included within the report, with a call to action for the reader to click on the links!**

## **Back to the Front**

While you've got the actual content going for your viral report, you need to be thinking about the cover. Whether you're designing it yourself or commissioning someone else to design it, just like the title, it has to grab people's attention.

There are a number of ways to go about grabbing their attention, and you'll have to experiment with a number of techniques before you find what's right for you. Some people like to incorporate shocking images to catch the eye or to draw people in. It may work, it may not. Others will make use of photos of people living the high life; beaches, drinks with little umbrellas, the whole nine yards. The fantasy life they can have after reading your report and visiting your site for more information.

What matters the most in this part, though, is what works for *you*, and what *you* feel most comfortable using. Remember it is ok seeing what others are doing, but this is YOUR business, and therefore you must feel comfortable with what you do within that business.



So in short it has to be attention grabbing, AND you have to be able to confidently and comfortably stand behind it.

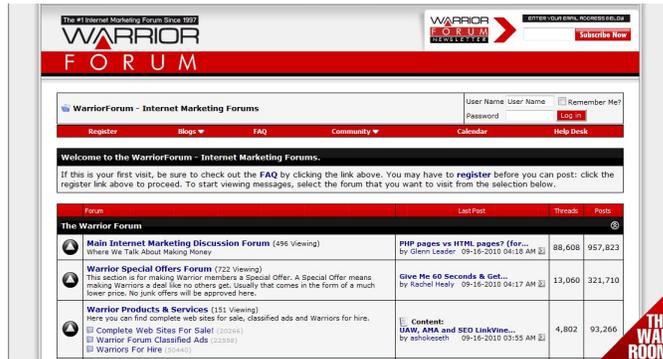
## **The Distribution Process**

Once the report has been produced, you'll want to convert it into a PDF document. This is easily done by using the open source word processor OpenOffice, which has a built in converter. If you haven't already got OpenOffice, you can go to [www.openoffice.org](http://www.openoffice.org) and download it – it's free!

Although this strategy more or less looks after itself once it has been kicked off, it does need to be kicked off. You need to get it out to the masses so they can start distributing it. But where, exactly, are you going to find the masses to start the ball rolling (or the virus multiplying)?

Well, that depends on your niche.

If you're in an internet marketing niche, or in a similarly related niche, it's very easy to get set up on a dedicated marketing forum



such as the Warrior Forum. At writing, it will cost you \$40 to run a Warrior Special Offer to offer your free viral report. Despite the cost it is well worth it because of the high amount of exposure you will get quickly and the impetus this will give your viral

marketing. In addition, if you include a OTO in conjunction with the offer of the free report (as outlined in Part 1 of this plan), you should easily be able to cover the cost.

However, if your niche is a something other than internet marketing, you may have to get creative. Talk to blog owners in your niche, or even other website owners in your niche. It's free content, so there aren't many people that will turn you down. You should also add it into your signature on a forum, but be sure you're complying with the forums rules and regulations.

Don't forget to include a note that you are offering "free distribution rights" to your report, so that everyone can share it and you will see bigger results.

Once you've gotten yourself connected to the right people, it only takes a handful of those right people to get things moving (remember the illustration, it started with just giving the report to 3 people and it quickly got up to over 59000!) To improve on this strategy even more, why not add affiliate links to related products in your niche and make yourself a little bit of money on the side - all from your *free* viral report.

Viral marketing is a simple but incredibly effective method of internet marketing. So get creating now and watch the traffic come in for years to come.

## **Special Bonus**

As a special bonus for this chapter I have managed to twist my friend Stuart Stirling's arm, and got him to give you this complete system free of charge. Click the image to get your instant access.

**FREE Turnkey List Building Profit System!**

**Instant Access!**



**For a limited time**, you can get **FREE** instant access to Stuart Stirling's Turn Key Cash Kits exclusive membership and...

"Plug In Your FREE List Building and Multiple Income Stream Profit System Without The Cost and Hard Work..."

[Click Here For Free Access...](#)

## **End of Chapter Exercise**

1. Come up with a title for the free viral report you're going to create. Remember: The catchier, the more unique, the better.
2. Make the report happen. Whether you cobble together different articles yourself, or if you aren't very good at writing, hire a freelance ghostwriter – ([www.Scriptlance.com](http://www.Scriptlance.com))
3. Convert the report to a PDF making sure that you set the security so that the report can not be edited. You can do this quickly and easily via OpenOffice ([www.openoffice.org](http://www.openoffice.org))
4. Upload the report to your server.
5. Get your report out there. Whether you run an offer on a forum, or if you get in touch with some blog and website owners, or even a combination of both.
6. Don't forget the free distribution rights.
7. Sign up for your free [Turn Key Cash Kit](#).
8. Reap the rewards for years to come!

# Chapter 7 - Forums + You = Traffic

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## Lesson Glossary

**Forum** – a place for like minded individuals to ask questions, answer questions or just pass comments

**Post** – An entry on a forum.

## Using Forums for Traffic

A completely free, simple and yet effective ways to increase traffic to your sales page is through the use of forums. It is one of your best bets to getting the kind of traffic you want with minimal effort. It may seem as though it's too simple to work effectively, but if you know *how* to work it, you can get what you're looking for and more.

The important factor about the kind of traffic you get from forums is that it is very much targeted – people are on the forum because they have an interest in the topic covered by the forum! Therefore put something in front of them via a link in your signature that will help them and they will more than likely be interested enough to click on the link to have a look (especially if it is free!). And the bigger a presence you are on the forum, the more traffic you will see.

But - how do you do it?

## First - Get in there already!

The first thing, of course, is to find a forum on which to create an account. For internet marketers, the big name in forums is the Warrior Forum. For others in different niches, you'll have to find a forum that fits your niche. You can do this by just going to Google and search for "*your niche*" + *forum*.

Next, you'll have to sign up. This is usually very easy and straight forward to do, just look for a link that says something like: Sign Up / Join / Register.



Some forums will require you to verify that you are a real person, so do not be surprised if it takes just a bit longer than you were expecting.

Once you've signed up, add all your details and make sure you edit your signature. This is generally found underneath your "profile." In your signature make sure you add a link to your squeeze page.

At time of writing, my Warrior Forum signature looks like this:

<p style="text-align: center;">--- WSO Get your hands on limited complete "Business in a Box" --- &gt;&gt;&gt; A 1000 New Names on Your List in a Month - "The 1000 in 30 Plan" - FREE&lt;&lt;&lt; &gt;&gt;&gt; FREE Blueprint - Squeeze the Maximum Out of Your Squeeze Pages &lt;&lt;&lt; &gt;&gt;&gt; How to Get Traffic To Your Affiliate Links - FREE Report &lt;&lt;&lt;</p>
--

As you can see, I've actually got several free gifts that I am offering.

The signature is really the key to using forums for targeted traffic. You are in effect creating a mini advert with a link to the squeeze page you created in Part 1 that will be displayed at the end of every post you make.

Now, you're ready to get to posting.

## **Second - Who are you?**

Once you're in the forum, you're going to establish yourself by making posts. But you don't want to put out the wrong image. One of the best ways to establish yourself is by building up the image that you know what you are talking about in your chosen niche. However, along with the image that you are an expert, you also want the reputation of being a helpful expert (two words, that in my experience, don't always go together!).

So how do you do this?

Well first, avoid asking questions about your niche, research them elsewhere. If you are asking basic questions about autoreponders, and you are promoting a list building product, who is going to even give the product a second glance and frankly why should they?!

The trick is, rather than asking the questions, answer them. And even if you don't know the answer off the top of your head, that's what searching is for!

*"It is better to keep your mouth shut and be thought an idiot, than open it and remove all doubt"*

The more you search for answers to questions, and the more questions you answer, the more you, yourself, are learning in your niche. It won't take much time at all before

you're a true expert, even if you've started out as a bit of a newbie in your niche.

I should stress at this point that as you are promoting yourself as an expert, make sure you get your facts right. If you start making things up or just telling down right lies you will soon be found out and your reputation will soon be shot – be warned! As someone once said:

*"it is better to keep your mouth shut and be thought an idiot, than open it and remove all doubt"*

On the other hand, if you put in a bit of leg work and find full and useful answers to questions (double checked of course), you will soon become a trusted poster that people respect and look out for.

## **Third - Etiquette and Advice**

When you're on forums, realize that there are many people who are way more established than you are. There are also forum dynamics that you may not be aware of when you first sign up.

You'll soon learn your way around and start to see some of these patterns. However, although you should never feel intimidated, there are a few things you should keep in mind to keep out of any trouble:

✓ Don't start arguments and **don't** get involved in them. You could very well ruin your reputation with one wrong post. Stay respectful to everyone and avoid mud-slinging at all costs.

✓ If someone says something rude to or about you, don't respond while you're angry. This is part of being your own PR manager. Walk away from the computer. Calm down. Then come back and write up a polite response. It's all too easy for you to be seen as the aggressor and that's something you don't want. Remember: helpful expert.

You'll want to get your post count up to a semi-decent number fairly quickly. But after that, don't spend too much time on the forums. The recommended magic number here is one post a day. Otherwise, you could find yourself getting sucked into discussions and posting and socializing, which leads to neglecting your business.

Believe me it is very easy to "lose" a couple of hours browsing forums. This is NOT productive and is not helping your business. So remember you are using the forum for a specific reason within your business, if you want to browse do this in your own time.

## **Fourth - Traffic Tracking**

Once you've got yourself onto the forum, it is hugely important to track the traffic you receive. This applies to all forms of traffic and will guide you as to which method is the most effective for you. When you know this, you can then focus your efforts more into that area.

Services like StatCounter and Google Analytics will help you track this traffic, and best of all and they're free tools!

There's nothing more rewarding than seeing the traffic from your efforts.

Keep in mind that it may take some time, but once people start seeing you on the forum, you'll see the traffic increase. Why? Because people are curious - they want to know who you are and what you're about. And you've provided them with that information both in your profile and in your signature.

I must stress again, forums should never take up the majority of your day. Keep forum posting to hours when you are not working. It is so easy to find yourself cruising the forums and calling it "work," it's NOT.

So remember an apple a day might keep the doctor away, but a post a day will keep the traffic flowing, guaranteed!

## **End of Chapter Exercise**

1. Put a tracking tool like StatCounter or Google Analytics on your squeeze/landing pages.
2. Find a forum in your niche. This may be the Warrior Forum, it may be someplace else.
3. Register and fill out both your profile and your signature. Many sites will provide an area for your link in your profile, so take advantage. Some people will find you through your profile, but more often than not they will find you through your signature.
4. Get to posting. Again, at first, you'll want to get a decent amount of posts - at least ten - and then scale back a bit, 1 a day as a rule of thumb. You should keep your focus on your business.
5. Be helpful and knowledgeable. If you absolutely cannot add anything helpful to a thread, simply don't. Otherwise, search for answers. Remember you are the helpful expert - and even if you don't consider yourself an expert in reality yet, you can quickly become one by searching for answers for others on the forum.
6. Download your copy of the free [Forum Marketing Secrets](#) report

### **Additional Bonus**

For many more tips and techniques about getting the most from forums, click on the image to download your free copy of [Forum Marketing Secrets](#).



# **Chapter 8 – Article Traffic**

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## **Articles and Your Traffic**

As you have progressed through your Internet Marketing journey, you may well have come across people talking about using articles to obtain traffic. You may or may not have wondered how this would work and how to go about it, well in this chapter I'm going to show you.

In essence article marketing is the process of writing a short article containing a link to your squeeze/landing page, getting it published, and then reaping the traffic rewards for as long as the article is around the web. In other words, another example of running your business on autopilot.

Therefore what I am saying is Article Marketing = Traffic

## **The Process**

First, you need to write the article. It doesn't have to be anything lengthy or involved. The kind of article you'll want here is one that is somewhere between 400 and 800 words. You can easily shoot for somewhere between 500 and 1000 words, but you really don't want to go over.

An article is supposed to be short, succinct, and to the point. Likewise, you don't want to short change the article, or you won't allow yourself time and space enough to catch the reader's attention. Next, you'll need to submit the article to what are called "article directories." These are websites that house articles that people can use for their websites, newsletters etc.



When you do this, you'll need to be sure that people who read the article are allowed to use it for themselves so long as they don't change it. This is important and is the key to the way article marketing works, you do the writing with a link and others get it in front of their readers – good eh?

Once your article is listed, people (like publishers, etc) will read it and hopefully want to use it in their publications. This is where ensuring that your writing is high quality comes in; the better the article, the more likely a publisher will be to use it.

After the publisher or marketer actually publishes your article, people will be able to find you through a signature box or a resources / references section you've included at the bottom of the article (this signature will contain a link to your squeeze page – more info on this later). From there, once they've found your squeeze page, you will get the opt-ins you're looking for.

## How to Make it Come Together

It seems like a simple enough concept, but there are a few things you'll want to keep in mind to really make article marketing work for you.

When you write the article, it needs to grab the reader's attention and contain relevant, helpful information.

However, you don't want to give away all your secrets in this short article. If you do that, there will be no need for people to visit your sales page.

**When you write the article, it needs to grab the reader's attention and contain relevant, helpful information.**

Make sure the article gives enough information, but leaves out enough that the reader will want to visit your page in order to find out more.

Don't forget the signature box: this is the link for the reader to get to you. If you don't include a signature box directing the reader to *your squeeze* page then the whole process has really been a bit of a waste of time!

## Writing Your Article

So how do you write up the article? It's actually not too bad if you follow the guidelines I've included below:

## **The Title**

When you write up a title for your article, this is one of those times where you don't want to go too far out of the box.

“Top Ten Mistakes Made By ...” and other titles will work just fine. You want to get attention, but you don't want to overcomplicate it. Be sure the title is clear on who the article is for - mothers, veterinarians, etc.

## **Opening Lines**

Your opening lines are where you draw people in. You can use an anecdote of some form, or something similar.

*“Have you suffered with embarrassing acne all your life? Have people made fun of you because of a skin problem you feel like you have no control over? Well, here are a few tips and tricks for dealing with problematic skin...”*

See? Nothing fancy, but it will draw in a reader - specifically a reader dealing with the problems you're discussing.

## **Body of Content**

When you are starting out, the easiest way to format the body of your article is to base it around a list i.e. “The top 10 ways to ...”, “5 Simple ways to...”. This way you just need to find a paragraph or so under each of the headings.

One thing you must remember is to keep the contents relevant to the squeeze page you are sending the reader to. You are looking for very targeted traffic.

## Closing

In the closing of the article, you'll want to get the reader eager to use the information. Saying something like, *“Now that you know these secret tips and tricks, you can start applying them to your (life, skincare routine, workplace) and you will be amazed at the changes you'll soon see.”* Something that makes the reader want to act on the advice you've just given them.

## Signature

This is a very simple bit of the article, yet arguably the most important. It's as easy as writing:

*“Joe Bloggs is the writer behind (your article title here), a free report/blog/etc (what ever you are offering) that will help you uncover the secrets to the best skin of your life is available at <http://www.yoursqueezepagedomain.com>”*

It doesn't have to be complicated, but it should promote what you are offering and easily direct people to your sales page.

# Submit Your Article

Once you've written the article, find some article directories at which to submit your articles. Places like:

[www.ezinearticles.com](http://www.ezinearticles.com)

The screenshot shows the EzineArticles website. At the top, there is a search bar with a "Google Search" button and a "Sign In" button. Below the search bar, it says "320,976 Expert Authors Sharing Their Best EzineArticles". The main content area is divided into several sections: "HomeArticles For Authors" with links like "Submit Articles", "Members Login", "Benefits", "Expert Authors", "Paid Endorsements", "Editorial Guidelines", and "Author TOS"; "For Publishers" with links like "Terms of Service", "Ezine / Email Alerts", "Manage Subscriptions", and "EzineArticles RSS"; "For Everyone" with links like "Blog", "Forums", "About Us", "What's New", "Contact Us", "Article Writing Shop", "Advertise", "Affiliates", "Privacy Policy", and "Site Map"; "New Expert Authors" with a link to "Karen from East"; "Article Categories" with a list of topics including Business, Finance, Real Estate, Health and Fitness, Self Improvement, Recreation and Sports, Travel and Leisure, Home Improvement, Home and Family, Pets, Automotive, Cancer, Food and Drink, Gaming, Kids and Teens, Womens Interests, Arts and Entertainment, Shopping and Product Reviews, Book Reviews, Reference and Education, and Recently Approved Articles; and "Author Spotlight" featuring profiles for Cynthia L. Coranson, Rena Angel, Karen McD, and Darryl R. Harris.

[www.submityourarticle.com](http://www.submityourarticle.com)

are a good starting point, but there are many more, paid and free.

# But I Don't Like Writing

Article marketing is effective, but it can take a lot of time. And especially if you are not the type who likes writing, it can seem as though it's an incredibly painful task.

However it doesn't have to be.

If you don't like writing, but still want to take advantage of article marketing, you could always outsource it and find yourself a ghostwriter. I have spoken about this before; there are plenty of ghostwriters out there that write high-quality articles for a small fee.

I would suggest initially having a go yourself, just so that you know what it entails, and then go down the outsourcing route.

## **Chapter Bonus**



If you would like more information on the whole concept of using articles to increase your traffic, you're in luck! I have found a really useful concise guide. It is only 19 pages but definitely a matter of quality over quantity. Best of all the report is completely free, so get your copy of [Newbie Article Secrets](#) by clicking on the link or the image.

## **End of Chapter Exercise**

1. Think of some topic ideas that will relate to your free report. If we were dealing with the skincare topic, think about different types of skin, common skin problems, and so on.
2. Research and get the articles written. Or, if you're not a fan of writing, you can have the articles written for you by a ghostwriter ([www.Scriptlance.com](http://www.Scriptlance.com)).
3. Find a few article directories and poke around. Figure out the submission process and get become comfortable with the whole set up.
4. Submit the article. ([www.ezinearticles.com](http://www.ezinearticles.com) or [www.submityourarticle.com](http://www.submityourarticle.com) )
5. Download your copy of [Newbie Article Secrets](#).

# **Chapter 9 – Blog Traffic Magic**

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## **Blogs for Targeted Traffic**

In this chapter I am going to focus on directing traffic to your site through the use of blogs.

Now before you start thinking, but I don't have a blog, don't worry. I am going to show you how to take advantage of the traffic that other blogs are already receiving.

## **Finding Relative Blogs**

The first thing you're going to do is find blogs in your niche, and there are a few ways in which you can go about this.

The first and most obvious is to use Google (or your favourite search engine).

For example, if your niche is interior design, you'll want to use a search term like "interior design blog"

The down side to this is that you're going to get a *lot* of results, and not all of them are going to be very useful.

Another method you can use is to use the forums you joined in order to get targeted traffic in the Forum chapter.

You can do a forum search for the term blogs. Or, you can make a new post and ask for a list of blogs that others read.

Make sure to ask for their favourites - because if you ask what the best blogs are, you're going to come across as though you don't know that much about your niche. Remember the helpful expert persona on the forums. Experts already *know* what the best blogs are, but what *you* - the expert - want to know is what people's favourites are.

The other reasoning behind asking for favourite blogs is these are likely to be the most popular, or in other words the ones that have the most traffic!

## **The Importance of the Comment**

Once you've found blogs in your niche, you need to begin commenting on a regular basis.

Narrow it down to a handful - around ten or so - and ensure that you visit and leave comments on a regular basis.

If this seems like I'm just adding traffic to someone else's page instead of directing it to my own, just take another look.

Yes, you're adding to the traffic on the blog you're visiting. But you're also going to get some traffic out of the deal when you leave a comment. It's a mutually beneficial relationship. You see, most blog comment sections will let you link back to your web page in the comment form - this is where you'll put your main sales page link.

Now, when you're going around commenting on these blogs, be sure you're using the same principles you learnt about getting traffic from the forums.

Make sure you add something worthwhile in your comment. Let the author know that his article has been helpful and at the same time add some advice from your own personal experience.

Don't simply comment with "Great post! Visit my site here!" And don't go overboard with the flattery. People are not stupid and they will recognise you as a freeloader!

Think about the kind of commenting *you* would want if *you* were the author of the blog.

When you first visit a blog to comment, you may have to put in a lot of your information - your name, e-mail address, and your web address.

Also the first comment you make may be moderated and you may have to verify that you're a human, but don't worry or let this put you off. It's simply a measure for the author to protect their blog from spam. After the initial comment, it will be much easier, as you won't have to sign in or wait for comment moderation again.

Another way to make it easier on yourself is to opt-in to their e-mail list or take advantage of their RSS feed.

These features will send you an e-mail every time the author publishes a new post, which will also remind you to read and comment. You can also use your RSS reader (like Google Reader, which you can use in conjunction with your Google Analytics to monitor your site traffic) and add the blog to your feed so you don't miss a thing.

## **Getting the Traffic**

Regular reading and commenting on blogs in your niche will most certainly generate the targeted traffic you're after. What you need to keep in mind is that your comments need to be thoughtful and

relevant to the post. Avoid spamming or coming across as though you're simply trolling for traffic at all costs. Yes, you may get traffic in the short term, but it won't last, in fact you may even persuade people to avoid your squeeze page at all costs.

You'll also want to try to be in the top five people to comment - this will ensure that people are reading your comment and seeing what you have to say right away. Obviously the further down the replies you are, the less likely it is the reader will get to your comment.

The beauty of blogs is they are well liked by the search engines, and therefore content is highly visible for a long time. Therefore once more it is an example of autopilot magic, do it once and keep reaping the rewards!

## **End of Chapter Exercise**

1. Find blogs in your niche. Whether it's through a simple Google search or through the forums you're a member of, make sure they're widely read.
2. Post comments regularly and subscribe to the blogs to be sure you don't miss a post. Take advantage of notifications and RSS feeds.
3. Be sure you're posting relevant, worthwhile comments. This is what will generate the most and the best traffic.
4. Track it in Google Analytics. This way you can see which sites are giving you the best results and lean a bit more heavily on those.

# Summary and Conclusion

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Well you've made it to the end of the Midas Touch Autopilot plan. Hopefully it has given you a number of thoughts and ideas as you have progressed through it.

I would suggest that if you have read through the plan from cover to cover without carrying out the exercises (let's face it, most will!), that you now go back and revisit each of the chapters one at a time. Reread those chapters and really take in what they have to say.

Then, and this is the key, TAKE ACTION. Take a chapter at a time, follow the exercises, download the gifts, sign up for the memberships etc. Take the action and get some thing out there. The most difficult part of all of this is making a start. Once you've got the ball rolling it does become a lot easier.

Getting started and being successful is all about knowledge and momentum. Obviously you need the knowledge to know what you are doing and the contents of this plan will have given you that knowledge.

The other element is the momentum.

Have you ever tried pushing someone's car when they couldn't get it started?

At first you really need to put your all into even getting it to budge an inch. However once it is going it becomes easier and easier to push until the engine cuts in and you don't need to put anymore effort in.

Well, in a way that's what it is like when you are starting your IM business. It can seem to be really difficult at first, but then the

efforts you have been putting in suddenly start to bare fruit and it suddenly begins to get a lot easier.

The trouble is many people get disheartened in the initial push stage (very often because they had been sold that if they buy a certain product, the money is just going to flood in with no effort!). This is when they either stop what they are doing altogether or start on another get rich quick scheme, just to go through the same cycle again.

The good news is what you have here is a solid proven system that will work if you work it! It will take some time and effort in the initial push to get the system moving, but once it is moving it will need very little input from you.

Obviously depending on the time you can put in, what skills you already have, the money you have to invest, this initial getting started phase can vary widely. I'll now be honest with you and say because I didn't have a system, I floated around with little or no success for the best part of 12 months before starting to see some light at the end of the tunnel!

So before I go, let me just summarise again the Midas Touch Autopilot System:

## **The Giveaway**

Get your self something of value of interest to the niche you are in. Whether you write your own report, or rewrite a PLR or MMR. You are using this to attract people to your list. People will be "paying" for the product with their details.

## **E-Mail Followup**

Having obtained the contact information of the subscriber, send them a set of prewritten emails via an Autoresponder. These

emails should be designed to both build a long term relationship, along with promoting products and services.

You won't always get someone to buy on the first time. But if you keep putting out useful, relevant information, they will come.

## **Creating Your Web Presence**

I also talked about creating your web presence - from getting your domain name all the way through to making your squeeze page. Creating a squeeze page can be created from scratch, but if you are just starting I recommend that when you buy your PLR/MRR product make sure it is one that comes with a squeeze and download page. It's far easier tinkering with a HTML page than starting from scratch.

## **The One Time Offer**

This is the product that you will sell for a highly discounted price to customers one time only. This, too, will generate some revenue, and will get your e-mail list going for bigger, future products. I also highly recommend, using PayPal in order to not only accept payments, but also for the use of the Buy Now button that is easily placed at the bottom of your squeeze page.

## **Products**

You will need to source a number of products that you're going to promote via your emails. You have the choice with the sourcing:

1. Create From Scratch.
2. Create by amending PLR material
3. Create a specification and outsource the creation to a freelancer
4. Purchase the distribution license to sell a product

## 5. Promote another marketers product as an affiliate

Each of the options have their own advantages and disadvantages. I personally have used a combination of all these options within my business.

# Promotion & Traffic

Having set your system up, it is essential that you get people to see the squeeze page. The squeeze page is in effect the front door to your whole system.

The ways we looked at to get that traffic to your “front door”, were:

1. Viral reports you can give away to people who can in turn give them away (and so on).
2. Finding relevant forums, making sure your signature includes a link to your squeeze page and then posting useful information.
3. Finding popular blogs and commenting on the posts of the author. Again you must ensure that your signature contains a link to your squeeze page.
4. Create articles of approximately 500 words around the niche you are in and relating to the product you are offering. Ensure at the bottom of the piece is information about you and where they can get more information (ie your squeeze page). Submit the articles to article directories. ([www.ezinearticles.com](http://www.ezinearticles.com) or [www.submityourarticle.com](http://www.submityourarticle.com) )

There are, of course, many other methods of generating traffic, so don't be afraid to experiment. Each will be effective in their own way if you just use them correctly. A good idea is to look at some of the many posts on Warrior.com regarding traffic. A bit of research here can save you plenty of time, effort and expense in the long run.

In the end, the traffic creation strategy you use will have a lot to do with your personal preference, and as long as you are getting the results you want, there is nothing wrong with that!

If you really want to short cut the whole concept of getting your traffic quickly, I can thoroughly recommend [Tony Shepherd's 8 Week Traffic Masterclass](#). This 8 week course will really put a rocket under your traffic creation and can pay for itself many times over if you have set your system up as shown in this plan. I can tell you this is product I have used and loved!

## **Just Do It!**

So there you are you have your strategy, you have the information on how to start creating your traffic, it is now down to you.

Let me be blunt for a moment, so there is no misunderstanding

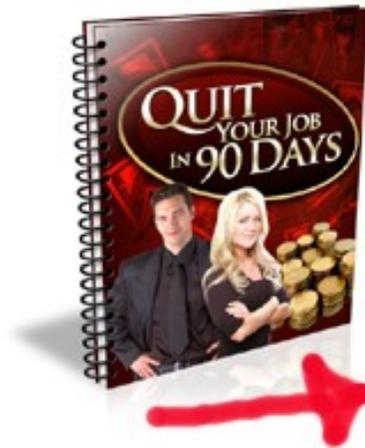
**This will not work if you don't get out there and just DO IT!**

Good luck, and I'll see you out there.

Before you go, here is one last free bonus from perhaps one of my favourite marketers; Tony Shepherd. You will find this, along with all of Tony's other products is chock full of such common sense genuinely useful stuff.

Get it now and see your business skyrocket!

**FREE GIFT: Quit Your Job In Ninety Days!  
Exclusive Blueprint (\$97 Value) - Yours Today For FREE!**



In this uncut blueprint you'll discover the reality of quitting your job and starting your own online business

You'll learn all the secret techniques that Tony Shepherd uses to work less, earn more and enjoy life

Download this revealing document right now and find out how you can start living the REAL internet lifestyle..... starting TODAY!

[Click HERE To Download Now](#)

Until the next time, all the very best with your success.

## **Extra Bonus Giveaway Page**

To help start your business, I have pulled in a few favours and collected a number of FREE bonuses that I think could really help you. Please feel free to take as many or as few as you want. Just click on the banners below.

**WARNING:** I'm not sure how long some of these will be available, so please act quickly to avoid disappointment!

### **The Perpetual Motion Marketing System**



### **List Building 4 Newbies**



### **Turn-Key Cash Kits**

