

Special Report:

How To Make Extra Cash In Time For Christmas

It's that time of the year again. The time when your shopping list grows faster than your wallet can keep up. Unfortunately, it's ALSO the time when all sorts of schemers come out of the woodwork to swindle you out of money you can't afford to lose!

This report is NOT about that.

What it IS about is teaching you just how you can earn some extra Christmas Cash for yourself and your family LEGALLY.

And QUICKLY.

STEP 1

"It's All In The List"

You've heard it time and time again. . ."The Money Is In The List", and it's **100% Pure TRUTH!**

It's much easier to earn a profit from a person that is already interested in what you have to offer. Chances are, if someone has already signed up, or "opted in" to receive information from you, then they are willing to "hear you out" on certain products you promote to them.

So, this is why to make any type of income online that is somewhat steady, the first thing you will need to do is create a mailing list of subscribers. The ideal target number to shoot for is a list of 10,000 or more. But for the purposes of this report, just beginning a list and getting a couple hundred subscribers will do just fine to begin you earning some extra holiday cash.

There are several ways to build this "hungry list of subscribers". . .

1. Place A Free Newsletter/Ezine/Mailing List Sign Up Form On Your Website, Blog, Or Auction "About Me" Page

2. Utilize Free Joint Ventures From Others

- o JV-Network.com - <http://JV-Network.com/JV/5591>
- o Henry Gold & Ian Herculson's 117 Free Gifts - <http://www.117FreeGifts.com/?id=3630>
- o Mark Hendricks' 12 Days of Christmas - <http://www.hunteridge.com/12days/signup.htm>

3. Create Free Private Groups With Services Like Yahoo!

- o Yahoo! Groups - <http://groups.yahoo.com/>
- o Topica - <http://lists.topica.com/>
- o Google Groups - <http://groups.google.com/>

The main point here is to get a list of *credible* email addresses that WANT TO RECEIVE MAILINGS FROM YOU(that's the "opt-in" part). Things to steer clear of are safelists, mlm schemes, or buying email lists(this last one can REALLY get you into some hot water).

Plain truth. . .They just **DON'T WORK!**

Using any of the three ideas above, or better yet, ALL of them, will begin building your list.

Out of the 3, the ***QUICKEST*** way to get subscribers is through #2.

How do you find out about special "freebie" JV's? Through free newsletter subscriptions of course! And also, lest we forget, through specialized marketing forums such as **The Internet**

Marketing Warrior Forum, [Free Advertising Forum](#), or [IM4Newbies Forum](#).

Now, you will also need some sort of Autoresponder System, either one you run yourself from your own web space, or a service that you pay in to. We'll get to more about that in step #4. For now, just know that you need one to collect subscriber email addresses through sign ups.

You can download your own pretty reliable system from here in the form of a script that you must upload to your own web space:

[Autoresponder Deluxe.](#)

If you prefer **not** to go through the lengthy and confusing process of setting up your own mailing list script, then you will want to go through a reliable paid service such as [AWeber](#), or [GetResponse](#).

STEP 2

"A Killer Product"

The next thing you need to have is something to promote to your list! And not just ANY product will do. The best types of products to sell are:

- 1. A Product That Solves A Problem Your Mailing List Subscribers May Be Experiencing**
- 2. A Product That Is Priced Correctly For Your Subscribers**
- 3. A Product That Your Subscribers Will Be INTERESTED IN!**

Say, for instance, that your particular emails are geared towards automobile enthusiasts. Well you wouldn't want to advertise a "how to raise dairy cows" product to them, right? Right! Fit the product to your main topic of discussion you cover in your mailings.

If your subject matter is more of a broad scope, say for example,

Internet Marketing, you will want to promote products that will help your subscribers raise their earnings or success rate in this field.

A Word Of Caution. . *Be Choosy!* Don't just promote any old thing. Remember, these are real, live, thinking, breathing people. Take some time to research the products you wish to promote **FIRST** and see if it's right for your subscribers. Consider if this is something you yourself would purchase and the reasons why. Then relay this to your subscribers. But do it in your **OWN, UNIQUE WAY.**

If the particular product comes with a pre-designed sales letter, use your brain and **SPICE IT UP!** Condense the text, or expand it with your own style of writing. Offer your subscribers an incentive for ordering this product through **YOU** that **NO ONE** else can offer. Just copy and pasting a solo advertisement that is pre-written will **LOWER** your sales rate.

Why?

Because chances are, depending on the subject matter covered, you aren't the ONLY one promoting "hot ticket" items and your subscribers may not just receive YOUR newsletter or promotional mailings. And if this is the case, which most likely is, then your subscriber will see multiple, carbon-copy email promotions for the same product from a dozen different sources. Your emailings included. So, being original counts for a lot.

And, if you don't know what your subscribers are having trouble with, run a survey or poll to find out! Don't be afraid to just come right out and ASK THEM. You'd be surprised how many responses you'll get. Those responses are so very valuable to your ability to profit from your subscriber list!

Without really knowing what your subscribers want, how can you EVER expect to give it to them?

It's like the blind leading the blind, isn't it?

Find out what hardships or troubles your subscribers are having with regards to the topic, or subject matter, you discuss. Only then can you expect to begin making money from your list.

Plus, you DO NOT have to be the originator of the product(s) you promote either. Ever heard of "Affiliate Marketing"? If so, then you already know what's coming next. If not, it's simply the process of advertising someone else's products and making a percentage of the price for your promotional efforts. Does it cost anything to become an affiliate? Usually not. So in essence, you will earn money for FREE!

To find out if a particular product first of all has an affiliate program, take a peek at the product's "home page", or sales page, and look for the word: Affiliate or Affiliates. Usually this will be a link to a sign up page.

And, unless your running an "all freebie" informational newsletter/ezine/emailing, then you'll want to steer clear of any products that DON'T offer an affiliate program.

Finally, choose the right pricing scheme for products you are promoting to your subscribers.

If you are sending information on "how to save money", you certainly wouldn't want to promote a \$500 product! That would be contradictory. Even though some people wouldn't consider this a selling point, it remarkably is!

Here are some other products you can download for free to help you understand the whole "Affiliate Marketing" game and enable you pull in more profits:

[Affiliate Sales Booster](#)

[36 Ways To Promote Your Favorite Affiliate Programs](#)

[Jimmy D. Brown's Marketing Secrets Revealed Package](#)

STEP 3

"A Reliable Payment System"

How fast do you want your cash? And will you even get your money?? Two **EXTREMELY** important questions to address when selecting the right payment system.

For those of you who choose to write up, create your own products, or promote products that you have on hand(including resale rights products) the payout is usually IMMEDIATE. And 100% assured.

If you select a payment system that offers this, such as [PayPal](#)(If you don't already have one, get yourself a Debit Card - They're free if you've established your PayPal account for a minimum of 60 Days).

Here are some additional, free downloadable products that will get you creating your own content in no time!

[Instant Info Riches](#)

[Complete Info Product Creation Toolkit](#)

[How To Cash In With Private Label Content](#)

Or, for those of you who decide to promote through assorted affiliate programs, be prepared to wait anywhere from 30 to 90 days to receive your commission payouts through the affiliate program's chosen payout system.

In any case, you want to be sure that **YOU WILL RECEIVE YOUR MONEYS EARNED**. And, when you should expect to receive those payments.

The best, quickest, and most reliable way to be sure you get your money when you need it is by going with the first option and selling something that is available to you **NOW**. This way, you can have a payment processing company like PayPal, provide you with your funds almost instantly.

If you are in need of some excellent products that you can promote and resell to your subscribers, visit: <http://ebe01.tradebit.com> to get started.

STEP 4

"A Follow Up System"

This is where many online sellers fall short. Statistics show that most people DO NOT BUY the first time they read about a product. Usually it takes 7 OR MORE TIMES before folks are willing and most importantly, ready, to purchase something. **7 OR MORE TIMES.** So using a good follow up system is integral to your earning success.

Often times, a "follow up" system is already part of your autoresponder system. Whether you run this yourself or not.

But, what *is* a "follow up" system?

A follow up system is just what it sounds like: "A system utilized for following up with previous, current, or future customers by sending out scheduled notices". Many times, this follow up system generates more profits for you. In all actuality, a subscriber that has bought from you in the past WILL buy from you again. IF they

are satisfied with their purchase that is.

So, the object here is to send your mailing list of subscribers more than 1 emailing AFTER your FIRST promotional emailing. Now, does this mean you have to pitch the same product every time?

NO!

And, should you send out the emails *consecutively*?

NO! And YES!

That last question is really up to you and how fast you want to profit from your list. It also depends on any pre-determined qualities you've applied to your specific mailing list.

For instance, Do You Have A "Set" Time Frame For When You Will Be Sending Out Mailings? Weekly? Bi-Weekly? Monthly? Quarterly?

Maybe the subscriber wasn't really intrigued by your last

promotional product. Or maybe they were broke that week. Point is, it takes more than just the initial "thanks for buying" follow up. And if you're not willing to go this extra step, believe me, someone else will!

Take a chance. Send out a couple extra emails to your customers/subscribers. The worst they can do is delete it, or unsubscribe. In which case, you stood more to lose than gain from an unresponsive or uninterested subscriber.

Whatever you decide on when to send follow up mailings, be sure that you have let your subscribers **KNOW IN ADVANCE** to expect these types of commercial mailings from you, and approximately how often they will receive them.

STEP 5

"Repetitiveness Is Key"

You **MUST** form a routine with your money making techniques.

Follow each step that has brought you success and do it **OVER AND OVER AGAIN**. That's the **TRUE** way to earn consistent profits.

Any successful marketer will tell you this. Maybe in more detail.

But the "proof is in the pudding" as they say.

Do what works. . . **AND STICK WITH IT!**

And, remember, earning money online begins with a "trickle" and ends with a "flood"! Having a consistent system that creates this profit flow will make IT consistent!

STEP 6

"Never Quit!"

Finally, generating profits from home is **NOT** an easy thing to do.

It takes TIME and KNOWLEDGE.

You must find out what process works best for you and USE it.

But the most important thing is to USE IT. You can't make ANY profits if you do NOTHING. You MUST take the first steps to your own money flow.

One last point.

Success has a very different meaning for EVERYONE. What you consider to be success may be quite different from another's point of view. What is it that you want to accomplish? Making \$100 a month? Making a steady \$375 for the next 3 months? Or going for broke and making a whopping \$5,000 to ensure your happiest of Holiday Season? It's up to you and what it is you want!

To Your Success,

Bjorn S Persson

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