

Easy Money
How To Pick The Low Hanging Fruit Off The Internet Tree!

**A Marketing Conversation Between Dave Vallieres of
InfoProductLab.com and Scott Foster An Internet Marketing “newbie”**

Session 1

Scott: [Phone rings]

Dave: Hello?

Scott: Yeah, hello, Dave?

Dave: Yes.

Scott: Hi. This is Scott Foster. How are you doing?

Dave: Hey, Scott. Good. How are you doing?

Scott: Hey, listen, did I catch you with some time now? That I've been talking with you through email and , we talked about me asking you some questions and what not. I just wanted to check to see if we are still on for today.

Dave: Well, sure. I have a few minutes I can talk to you.

Scott: Okay, are you sure just a few minutes, because I've got a lot of questions?

Dave: [Laughter] Well, I'll give you as much time as you need.

Scott: Hey, I appreciate that. Well, hey, listen Dave, this is awesome you know getting to be able to talk on the phone and I was hoping I was going to catch you. You have to bear with me. I'm kind of excited that I'm on the phone with you.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

And , real quick, Dave, what I want to do, I want to ask you some questions, you know, that I think that every person that is entering this industry of digital information publishing and Internet marketing and the like would have.

But before I ask any questions, can you tell me about some of your successes and how you got started in this industry?

Dave: Well, , I started my first business when I was 14 and I think I've always had an entrepreneurial art.

I gathered some kids in the neighborhood and we went out and cleaned lots and did some odd jobs for people in the neighborhood around the city I was living in. And, I really enjoyed that experience.

The first real entrepreneurial experience I had was with my brother. We published a weekly newspaper that was really classified ads for people that wanted to sell their cars.

And, it was kind of like an Auto Trader that you have today, but this was before Auto Trader. This is going back to oh, 1979.

Scott: I see... uh, uh.

Dave: And, that was a really successful venture. My brother and I started, we both were pretty young and it was the first big entrepreneurial venture that we had.

We ended up selling that business a year and a half after we started it for a good sum of money. And, I've always been writing. Always doing reports, selling them to classified ads, magazines, and um, always in the information publishing business.

But when the Internet came around...When I first found it in 1995, I just said that this is a legal way to print money.

Scott: Yeah...I see...

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: It was just an absolutely incredible medium and I jumped on it right away. And, I've been involved in Internet marketing and marketing information products on the Internet ever since.

Scott: Uh. Well, that's very interesting, "A legal way to print money." I've never heard it put that way, I like that.

Dave: It is. It is unbelievable. I mean, I think that the opportunities are better today than they were even in 1995, because in 1995 the Internet was still relatively new. People were reluctant to buy things over the Internet.

Scott: Ah.

Dave: My very first product that I sold on the Internet was actually a physically delivered product.

It was a "how to" manual about book collecting that I had created myself. I had put advertising on an html web page to sell it. I think that at that time I was selling it for \$197.

And, people would call me instead of placing their order over the Internet, they would call me with a credit card number, I'd run it through my merchant account, and then clear it and send the product in the mail. That's how things happened back then.

But now, of course, you've got all kinds of options about merchant accounts, you have PayPal, you've got ClickBank, you've got PaySystems.

You've got so many ways to collect payments from your customers. And, your customers are more used to doing business and buying stuff over the Internet now that it's really a piece of cake.

That's why I say that the opportunities now are much better, because people are used to using the Internet to buy stuff.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Scott: Well, I'm taking notes here as we talk. I hope you don't mind. Well, Dave, I'm really excited. I'm kind of nervous, so, you know. So, if you kind of notice my voice shaking and stuff, you know.

Dave: Yeah.

Scott: Please forgive me, because, you know, this is just tremendous. I mean, I have been searching the Internet.

And there is just so much you can do and, listening to your information and your newsletter. I mean, it's just opened...so many ideas are coming to my mind. And, I've got a couple of ideas that I've like to share with you and see what you think about them.

But before I do, I have noticed....I want to ask my first question. So, here's what I've noticed is that there are a lot of people that are trying to find...you know people always try to find ways to make quick money, and a lot of people get scared away by the hype.

But that's actually true, and you proved it! And, over the course of a year, I've been following your newsletter. But, I have an interesting question for you.

Dave: Okay.

Scott: I'm really curious as to how you're going to respond to this. Now, I'm a guy, right? I've just lost my job yesterday. And, let's say I only have 200 bucks to spare with an Internet connection.

Dave, how quickly could I get a product, an idea, a business, etc going to making positive returns?

Dave: Well, um, boy. So, if you only have \$200, you just lost your job and you've got to find a way to make money fast, there's no better place than eBay. EBay is the central market place for millions of users.

And, I mean there's a lot of different ways that you can approach that problem.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

But, this is one way that I started when I started marketing on the Internet. I told you about the manual that I sold.

I guess when I eventually found eBay, in 1996; I actually began selling it on eBay. I also sold a lot of used and rare books, marketing books, a whole lot of printed books.

That was kind of my specialty then. And, um, you can easily make...I don't know what you were making on the job, but if you were making three or four hundred dollars a week then eBay is a real option.

I mean, there is real money being made on eBay. And, that's one of the quickest way to get started.

All you need is a credit card or debit card. You don't even need any money up front. You start listing products on eBay, and in 7 to 10 days you've got positive cash flow.

Scott: UmOh...ok...

Dave: You know that's how easy it is. Now, if you want to go the strict Internet route. Then, you've got to get yourself to www.worldwidelists.com. No dashes or anything, dot com and sign up for their program.

And, with a deposit of \$30 and just an idea, you can start getting some subscribers to your ezine and start making some sales. It's that easy.

Ezine is just a newsletter or a letter that your going to send out to your subscribers. You have to have a focus. I mean, you have to have some idea of things for your newsletter.

But, it's the quickest way to start selling stuff over the Internet.

Scott: Ohh...

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: A lot of the gurus, guys like Marlon Sanders, you know, a number of those guys will tell you that the money is in the list.

And, they are absolutely right. The problem is that most people don't take that to heart.

They don't really understand what it means, that "the money is in the list."

You have a list and if you're not marketing to them on a daily, weekly, or a monthly basis you are losing a lot of money.

Scott: So, what....

Dave: That's probably the easiest way to get started. Start with your own list.

Scott: So, World Wide Lists dot com?

Dave: World Wide List dot com.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Session 2

Scott: Hello, Dave?

Dave: Yes. Hey, Scott here. Hey, thanks for letting me take a break. But....

Scott: No problem. But, anyways, Dave, let me move onto my next question for the sake of time.

You know, I know how it is running a business at home. Um, what would be some of the methods, you know, that you would recommend?

Back at our first question you were talking about a list that World Wide List.com and you were talking about strictly Internet biz and eBay. And, just before...did you have anything else that you wanted to add to that?

Dave: Well, just that I think that there is a lot of mis-information on the Internet these days. I know there is a couple of people that have raised this issue. And I think that it's an important issue to raise.

There's a lot of people who are making good money on the Internet. There's a few people who are making absolutely great money on the Internet and they are making \$10,000+ a month.

There are some people who unfortunately, who are writing about making money on the Internet when they really haven't gotten to first base yet.

And, you know, they think that the easiest way to make money is to write about making money on the Internet.

And, although, some people may be interested in their ideas, I think you have to be really careful as far as someone who is investigating

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

business opportunities on the Internet that you are getting information that is *tested*, for one.

And, also, you want to get information from somebody who is actually making money on the Internet, or at least a living, even if they're not making, you know, tons and tons of it but not a millionaire yet.

But at least, they have the experience of making money on the Internet. Because what happens is you buy an ebook or you go to somebody's website and they say, "This is an easy way to make money."

Scott: Um – .

Dave: But, they'd never actually done it.

Scott: Right, I see what you're saying...

Dave: And, you end up spinning your wheels in doing things that side track you from the real task of making money in your business on a day-to-day business.

I was grounded in some pretty fundamental business practices and that includes prioritizing your work schedule, being very careful of your time, and following business practices when I was younger.

And, this followed me through to the Internet and I think that it served me well.

Scott: Um .

Dave: I think there is a lot of people who say, "Oh the Internet is wide open and it's a great business opportunity," but you have to kind of separate people who give you ideas, as opposed to people who are actually practicing Internet business having an actual business running and are making money in it on a day-to-day basis.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Scott: Dave, something just came to my mind, and I'm sure a lot of other people are kind of in the same position hearing this is all great information, but I'm not too savvy in developing a product of my own.

You know... What if I don't have a product? How and where do I get products at? How can I market?

Dave: Well, you know what? That's not really a problem, you know. When I first started out, 90% of my income was selling my own products: ebooks, special reports, PC videos that I had developed myself.

Scott: Uh-hu.

Dave: Then I found an easier way to make money. An easier way to make money is to sell other people's products through an affiliate programs.

An affiliate program is simply an arrangement that you have with someone that has already developed a product, like an ebook or a PC video or some software and in exchange for promoting it, they're willing to pay you a certain percentage in commission.

And, my favorite place to find new products, services, and software to promote to my subscriber base is through ClickBank.

I think that Click Bank is absolutely a terrific market place for all kinds of digital products. And, I would say that right now about 50% of my monthly income comes from Click Bank alone.

They have a wide variety of products in all kinds of categories. And the commissions, you know, you just can't beat them.

They are 50% up to 75% on some products.

Now, when you're making...you know, if you're...If you have a product that you are promoting at \$50 and you are getting 50% commission, you know that is a \$25 commission per person to purchase.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Um, I don't know if you got my list, the ezine that I sent out today. It was promoting a particular program that is listed through Click Bank. The commissions' structure was 60% on a sale of a \$97 product.

Scott: Really!

Dave: And, within the first...I just sent it out about 2 ½ hours ago, and in that 2 ½ hours, I've already made \$300.

It's not huge money... but that's from only one product, I mean if you have 10,000 product to sell in the ClickBank marketplace and you're promoting only a handful of them at a time you're talking about being able to make \$1,000 a week at a minimum if you follow this system.

Scott: Sweet!

Dave: Just in the promotion of that one program.

Here's something that is missing in a lot of ebooks.

When you go to the Click Bank Marketplace and when you are trying to find a product that your subscriber list is going to want, and this is critical.

You have to know your list! You have to know what they want! When you go out and try to find it, it takes a lot of time to do that.

You have to go out either on search engines or you have to go through Click Bank and try to find products not only that are good and reliable, but that you think that your subscribers are going to want.

I spend a lot of time on Click Bank, going back, you know.... Click Bank ranks each one of their products by how popular they are on by how many they are selling.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

And, that's one way to find a "hot selling" product is to statistically take a look at the #1, #2, and #3 products that they have listed in each category.

Scott: I see...

Dave: You know, they are going to sell. The approach that I take is somewhat different and it's worked really well for me. I go back...rather than taking the #1, #2, #3 product, I go back to page #24 or #25 at the very end of the list and I start working my way forward.

And I find the product that no one else has found yet, the product that nobody else is promoting.

The products that are brand new. And, I have less competition that way, because nobody else knows about them yet.

I mean, the popular products #1, # 2, & #3 on the list are "hot sellers," because everybody knows about them already and they've already bought it.

Scott: Uh, uh...

Dave: Yet, I've found over time that if I promote those products yeah, I do make some sales, but I don't make large enough numbers of sales and profits to make it profitable for me over a long term promoting those very popular products.

Scott: Uh, uh...

Dave: My niche is finding the product that nobody else is promoting.

Scott: Okay, I see. Now, Dave, you said that you go back and you kind of backtrack and you come up from the bottom.

And, I've been into Click Bank before. How do you know if something, how do you know if it's a new product? Is there a date or something that tells you when it was submitted? Or...

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: Well, no, that's a problem with Click Bank. They don't tell you when it's first listed. They don't tell you that this is a brand new product. But the reason, the way that I can tell it's a brand new product:

#1. It's way in the back of the list. I mean it's either a terrible product or it's brand new. And when you start clicking on some of those links back on page 24 or 25 at the very end of the category that you are searching at, you'll start to see that some of those products sales pages are absolutely horrible.

I mean, the people that put those pages up don't know what they are doing, and that's why their sales are so bad.

And the ones that are brand new are going to "pop" right out at you, because when you click on that link and you go to their webpage, you are going to see the hot dynamic headline, you are going to see a great sales copy.

And, if you get drawn into the copy yourself, you know, then you know that that's going to be a "hot product" and because it's way back in the list right now that means they must have just listed it you know, otherwise it would have been at the front of the list.

Scott: Yeah. So, that's how they rank their products by how far up and down they are on the list in numerical order.

Dave: Yeah. They rank their product by sales. Okay, so the ones that are selling a lot right now are going to be number one, number two, number three, so forth on down the list.

Scott: Boy, that's a niche all in and of itself.

Dave: It is. So, you go back to page 24, you find a great website with what looks like a fantastic product, you gotta think to yourself, "Well, how come it's not number one already?" Well, the reason that it's not number one already is because it's brand new. It just came out.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Scott: Wow.

Dave: Not too many sales have taken place yet. Those are the ones to promote.

Scott: Was that kind of the way it worked out with Google Cash?

Dave: Exactly..., I started promoting Google Cash, it was WAY back on the list. I think I found it on page 20. It must have just come out.

Now, I didn't know that, but I suspected that Google Cash was going to be a very hot product. He had a fantastic idea. It was a great book, because I usually buy all the books that I promote - just to check them out to make sure that they are in fact a good product, before I promote it to my list.

And, then I, you know the website was put together. The headline was put together. The idea was right. The book was great. I said, "This is a winner. I've got to promote this thing."

And, I sold, holy cow, I can't even tell you, I think I sold 120 of those books in a three day period.

Scott: Oh, man! You know, Chris Carpenter, man, he's a great guy. He really, he gets back on emails. I really enjoy talking to him with email.

Dave: Well, I started selling a lot of his books that he emailed me.

Scott: Did he...?

Dave: Because he saw my affiliate ID coming up on all of these sales, he goes, "Wow! Thanks a lot for promoting my book, I really appreciate it!" I said, "No problem. You've got a great concept."

Scott: Yeah. And it's like number, may still be, number one in Click Bank. And, it has been for a while.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: Yes. See, now. Exactly! You are exactly right. I went back into Click Bank when I was looking for a product to promote this morning and I noticed it was either number one or number two in one of the categories in Click Bank now.

You see, now, most people that wanted the book have probably bought it. I mean, there are probably still a lot of people that don't know about the book and you need to find those and promote them.

But if I promote that again, I probably won't make as many sales as I did when it first came out because it was brand new. It was a brand new concept and everybody loved it.

Scott: Well, this is good and exciting information Dave and

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Session 3

Scott: Hi Dave!

Dave: Hi Scott!

Scott: Dave...if you could kind of, Dave, when you say, "There's a big misunderstanding." Can you kind of clarify that a little bit more for me, if you could?

Dave: Well, I think that it's important for people to understand who are just getting involved on the Internet and their not seeing the results that they thought they would see, and they've read all of the Internet marketing ebooks that are out there, and they've listened to all of these gurus who have said, "This is how you make money on the Internet."

There's only one way to make money on the Internet, and that's *your* way. You have to pick the business. You have to pick the time and place that you're going to be working on your business. And, you have to treat it like a business.

There's a lot of people, I think, who *play* at the Internet. They think...they try to offer helpful information but they've never actually done on a day-to-day basis the things that you need to do in order to make money.

And, there are things that you need to do on a day-to-day basis to make money. It doesn't come automatically.

You really have to work at it as a business. And, if you read a lot of the books and you're not getting results; and you're trying 100

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

different things, nothing is working, you have to focus down to one or two things that are going to make you money and then expand on that.

That's one thing that is misunderstood because you can read an ebook and there 1000 different methods that you might be able to use.

Scott: Right...

Dave: But, in reality, only one or two of the methods are applicable to you and your situation. You've got to go out and put them into your arsenal that you're going to use in your Internet marketing.

Scott: UmOh...ok... Um! Good information. You know, I'm looking over my list here of questions that I have written down in front of me. I was just thinking this is because there are so many people on the Internet.

You know, more and more people are just pouring into the Internet every day and they are looking for ways to utilize the Internet or cash on the Internet, if you want to put at it that way.

I know I'm one of them. And, um, I almost completely....I can't get away from my screen sometimes I get from you, and other sources out there.

Dave, where you do see the Internet in the next five years? Do you see a saturation point? Do you see a bombing point? I mean, you've been at this a lot longer than I have.

And, I just, I'm just thinking like somebody who's trying to be wise about this and what not. So, throw your eggs in one basket type of thing.

Where do you see the Internet? What are some of the things upcoming that you see are just really positive right now that a lot of people don't know about?

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: Well, I think for one thing, that things will definitely change on the Internet.

On the last five years, things have changed dramatically. I mean, five years ago, there really wasn't a single solution to accept payment for your products and services over the Internet.

Now, there are just hundreds of different ways and hundreds of different companies that will help you take payments over the Internet in an Internet merchant account or third party programs, like PayPal or StormPay or eGold or PaySystems. So there's...that has changed the Internet dramatically.

Over the next five years, um, you're going to find more integration of Internet with offline activities. Let me explain what I mean by that.

Right now, there's a trend going on with Internet marketers who are actually practicing the craft of Internet marketing.

And that is, they realize that the universe of people who use the Internet is relatively finite compared to the number of people who are in the United States, in the world, who do not use the Internet yet or use the Internet briefly, but they don't see their message.

So, they are using offline tactics. Such as, advertising in magazines or classified ads, print publications....

Scott: Really?

Dave: ...to drive people to their website. Yeah.

Um, rather than have people call an 800 number or have them call you and have you send information to them in the mail about the products and services, they are advertising the website URL to send people to the website to get the information they need about their products.

So, they have zero fulfillment costs.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

They've provided an easy way for people to order online and then ship...you get this physical product they ship it to them through the mail or if it's a digitally delivered product than just download it directly from the Internet.

But, there's going to be more of that type of marrying of online and offline marketing methods over the next five years for sure.

Another thing that is going to have a dramatic impact on the Internet, itself, is the delivery of information.

Scott: Uh uh...

Dave: Um, email has gotten a really black eye over the last couple of years due to SPAM. And, a lot of people have email filters. They have SPAM filters.

And, even legitimate ezine publishers, newsletters sent over the Internet to their subscribers in an email box, are not getting delivered to their legitimate subscribers because of all of these filters and there's a lot of SPAM out there.

So, you're going to see solutions being developed over the next five years to deal with that. And if you can develop a solution for that you have a guaranteed million dollar product.

And, you know, I have been working on a solution of my own and I hope to get the programming done on this before the too long. I'll let you know when its ready.

Scott: Hey, definitely let me know.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Session 4

Dave: Hi, Scott!

Scott: Hey. How are you today?

Dave: I'm doing great. How about you?

Scott: Hey. I'm doing good. Hey, listen, I really appreciate...you know, I really digested that information that you shared with me yesterday. And, I checked out WorldWideList.com and that is very interesting.

Dave, once again, I thank you for your time and I thank you for the opportunity to sit here and ask you some questions. I'm just getting really excited. And, , I feel like I'm privileged here.

Anyway, Dave, as we were talking about yesterday, we were talking about the different delivery methods of delivering information over the Internet.

You said you wanted to share something with me in addition to that, and, , what was that?

Dave: Well, I...there's a lot of ways to deliver information over the Internet.

You know, in the very early beginning of the Internet there were lots of ways to deliver information over the Internet, including FTPs.

They had something they called "veronica" and "gopher", weird stuff like that.

Scott: Ohh...

Dave: They had, other systems to deliver info. Actually a web browser was another way to deliver information over the Internet. And that's the one that really took hold and became very popular that everyone is

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

using today. But, I think in the future, web browsers will only be a part of the way that information is delivered over the Internet.

And, there's a new company called "Mastery TV." And they are looking at delivering seminars and other presentations, directly over the Internet.

And, I think there's going to be a lot of opportunity for video, for audio, delivery of information.

So, look... I mean, a "browser" is obviously always going to be a way to deliver information, but there's going to be other ways of delivering information and you have to look out for those new products for being able to deliver information.

One thing that kind of comes to the surface over the last couple of years, are a thing called "blog." And, um....

Scott: Blog?

Dave: Do you know what a blog is? It's kind of like an online diary where you just kind of record your thoughts on a day-to-day basis. And some people record their thoughts.

They record their thoughts on political issues or on government issues or on marketing issues..., there are hundreds of thousands of blogs out there. They are, in a sense, a kind of a website.

Now, one of the interesting ways that blogs can deliver information to their subscribers is through a service called XML and RSS.

And, you know, this is a way for people to find out without actually logging into the website to see if there is a new entry there that the blog author has made. That's going to become more popular as they standardize that system.

So, look for these types of delivery systems to come to the forefront, because that's where you're going to be able to make contact with

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

your customers and your prospective customers a little bit easier. I talked about video.

I talked about XML, RSS and blogs. And, obviously a web browsers still the main way that people are getting information over the Internet.

Scott: And, that's...Is that B-L-O-G-S or ...?

Dave: A provider of BLOGS is called Blogger, that's www.blogger.com. They were purchased by Google.

Scott: Oh, okay.

Dave: Um, and they allow you to set up a free website where you can actually record your thoughts or your observations about life or just what you're doing.

I've seen several blogs of people just record what movie they've watched the night before or what they had for dinner. Things like that.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Session 5

Scott: Question. Um, you know, this is what I've been gathering.

And, I think this is one of the ultimate questions that every would-be Internet marketer, information product developer is going to have and they start realizing it.

And it almost seems mysterious and guarded, but Dave, without holding anything back, come on, man, spill the beans, "How do you build an 'opt-in' list?"

Dave: Okay. I'm going to share with you probably secrets that I have never told anyone else. Okay?

Scott: ...ok...

Dave: No one has...I don't think anybody really has an Internet business until they have an 'opt-in list.' Here's how you go out about building one.

Number One: You have to develop a product, this is an information product.

What I'm really talking about is developing an ezine or a newsletter that you're going to be delivering online or through email to a base of subscribers that you are going to build.

You are not going to be able to build your 'opt-in' list, until you have a product, an ezine...I'm using product and ezine interchangeably here.

Scott: Oh...ok...

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: Because this has...Your ezine has to be SO good. It has to be so well tuned to your market that people are going to want to get it.

And, they have to give you their email address, and preferably their name, as well, in order for you to start building your 'opt-in list.'

Okay?

Scott: Yes...

Dave: When people go to your website, and you've seen this happen not just on you're website, but on hundreds of thousands of websites across the Internet, there is a little box that says,

"Fill in your name and your email address, and I'll send you my newsletter or I'll send you an update about a product or a service on the Internet that I've found, or an update to my website, or whatever."

That is the worst way possible to get people to get people to subscribe to your ezine and to get in to your opt-in list. Why should anybody sign up for that?

You have to really think about this now.

Think about your favorite product or service on the Internet. You went there, and you said if it had a great headline that had immediately targeting you as a potential customer for their product or service, they described their product or service in such detail and in such glowing terms that you felt like you just had to have it.

That's the exact same way that you have to entice people to sign up for your ezine. Most people are doing it completely wrong.

You have to develop your ezine just like it was a product that you are going to sell for money.

And, when people go to your website and you have a great headline, it really targets them and makes it stand out and they say, "Wow. I've

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

gotta really pay attention to this guy, because he's talking to me," and you describe all the great benefits of this particular ezine that you are developing, it's going to be a "no brainer" for people to sign up for it.

When they get down to the bottom of your webpage and they find out it's FREE, they are going to jump on it and you are going to get opt-in subscribers like you would not believe.

Here's how most people go about it... they put a little box up with their name for visitors to fill out their names and email addresses, they get 100 visitors and they get maybe one person to sign up.

Scott: Yeah, that's true...

Dave: And, that's a terrible way to go about building your ezine subscriber base and your opt-in list, because it will take you forever to do it.

Instead, start thinking of your ezine as a "product".

Get a good headline developed for it.

Create hard hitting sales copy, and boy, I'll tell you, you will convert rather than 1 out of 100 visitors to your ezine, you'll start to see 30 people, 40 people, even 50 people to your ezines for every 100 visitors.

Scott: Wow.. I never thought about that.

Dave: That's how you develop the POWER of an opt-in list.

Scott: So, when you say "sales copy" you're talking about what your website is talking about what you're writing. Right?

Dave: Absolutely.

Scott: Oh, okay.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: A lot of people, they've gone to websites and they've seen direct style, direct sales site websites, such as www.WebCopyPro.com or Marlon's www.AmazingFormula.com or a number of different products that are sold, you know, for good money \$27, \$57, \$97 over the Internet.

I'm saying that's exactly the formula that you need to use, exactly the same style website....except your "product" is your ezine which is free. Because you have to 'sell your ezine even if it's free'. Do you see what I mean?

Scott: Yes... I think I'm getting it!

Dave: ...in order to get people to sign-up for your ezine you have to make it so attractive for them, that they cannot say, "No."

Scott: Okay.

Dave: They cannot say, "No." They get down to the bottom and they can't believe that it's free!

When they get down to the bottom of your sales letter, then people will just jump all over themselves to sign-up for it.

Scott: Yep.

Dave: That's how you build an ezine and an opt-in list very, very quickly. But more important than a large list is a very responsive list, which we haven't even talked about yet.

Because when you start to market your ezine in this way you'll have a highly responsive list, not just more sign-ups, they will and test prove it, they will be much more responsive to your offers.

What no one else will ever tell you is that you can make great money from even a very small list using this method. And I'm talking "small" like a few hundred or less. I have one list, at one time that is like only 155 people on this list and in one month, with just one offer,

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

I made over \$11,000 in just 6 days. So you do not need a big list... but you do need a list to make money on the Internet.

Just imagine with a handful of small niche lists like this what it can mean for your income. That's how you go from job, working for someone else, to working for yourself and making it into a full-time income online.

I hope we get a chance, you know, I hope we do talk about offers and content for you ezine because after you get all this working you have to have content and offers. That is the key to this whole thing Oh...ok.....the key to making money.

Scott: Dave that is incredible info!

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Session 6

Scott: That is just some awesome, awesome information. I'm, , I am really going to glean a lot from that. These are things that I didn't know and I didn't even know what to ask! Thanks, man, and you're sharing everything with me. I... That's just awesome.

Dave, you know, once I get this sales copy you are talking about put together and once I get this thing done, you know, how do I get people to it? Share with me what you're doing to make it happen.

Dave: Well, one of my favorite tactics, I mean, once you have this direct sales style sign-up page for your ezines, and I'm going to refer to it that way, instead of a direct sales style website, where you are actually selling a product, ok? It's a direct sales style page for your ezine.

And that is just so critical to have, to set that up correctly.

Once you have that, you've got to start driving traffic to that page, to get people to sign up for it.

Now, over time, you are going to find that maybe you have to tweak the headline just a little bit, or just like if you were selling an actual product, you have to make sure that you have the hardest hitting sales letter for your ezine that is possible and get as many people as possible to sign-up for it.

Because what most people do, and that's why they are making little or no money, most people do not 'sell' their free ezine... they just stick it in a corner of their page and nobody signs up for it, or worse, they offer something 'free' to get people to sign up for it and instead of building a highly responsive list they get 'freebie seekers' who never buy anything from them.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

But, over time, you're going to have to tweak it. But the only way to tweak is, to get people to visit your webpage and see how many signed up.

Scott: Ok...

Dave: The way to start doing that, especially if you are an unknown. Let's say, you have absolutely no reputation online.

You just got online a couple of days ago and you really want to get your web business started and you have absolutely no idea how to generate traffic to your site.

Well, um, one of the favorite tactics that I have used over the years, going back to 1996, when I first discovered these things, were Internet discussion boards.

Scott: Oh ...

Dave: Tony Blake's board at www.ablake.net is one of my favorites. There's another one at www.sowpub.com and there are dozens of others...

Scott: Hey, , Dave, before you continue. Would it be too much to ask if you would put all of this in an email to me, all the website addresses?...

Dave: Oh, absolutely. I'll get everything...I'll get all the URL's and all the websites that I've mentioned...

Scott: Oh, great.

Dave: ...that we've had this discussion.

Scott: Great, great.

Dave: I'll write them all out for you, so you can to visit them yourself.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Scott: Because I believe this stuff will just arm me. This'll be an arsenal. And, Dave, thank you, I appreciate this. I really do.

Dave: No problem.

Scott: So, I'm sorry. Tony Blake, you were saying...

Dave: www.ablake.com, or www.ablake.net. And, now what...these are discussion boards.

In other words, people will conjugate to these boards to discuss Internet marketing topics. They will discuss technical problems that they are having with their website. Mostly, it has to do with business of one kind or another on the Internet.

Scott: I see...

Dave: Now, these are the discussion boards that I visit because I'm involved in Internet marketing and a lot of my products are sold to a lot of other Internet marketers.

If you were, for example, selling cooking information or recipes or you were selling cooking utensils, you would want to go to those discussion boards that are highly frequented and visited by people who are interested in that subject.

Scott: Oh...

Dave: And, the way to find these discussion boards is to go to www.Google.com, type in "cooking' discussion board," or any subject that you are interested in, just fill in the blank...

“____ discussion board”

...and you will be amazed at the number of websites that it returns.

Then it is just a process of clicking on one of those links, going to the discussion board individually and looking to see how active the

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

participants are. And, this is absolutely key. You want a discussion board where people are participating on a daily basis.

Scott: Ohhh...

Dave: Most discussion boards will allow you to see the date and time of the person who made a “post” to that discussion board.

And, if you visit the discussion board, you’ll know exactly what I mean. And, if there haven’t seen any postings in over two or three days, that’s not very active board.

You probably want to leave that one and follow-up with the next one that has many more participants.

If they’re posting on a daily basis, generally you probably have got a very active discussion board there and you want to bookmark it and follow the ‘threads’ or discussion posts for a few days to get a feel for the board.

Tony Blake’s board that I mentioned earlier is very active. In fact, he probably has, last time I talked to him he gets like 3.5 million visitors a month to his board...

Scott: Oh, my! That’s awesome!

Dave: So, what you want to do is begin to work at the types of discussions that are taking place.

People are there asking questions. Other people, who have more experience, are answering those questions.

Now, if you are just starting out, you might just want to put in there...you might want to post a question, a legitimate question that you don’t know anything about to the discussion board.

At the end of your post, the owner of the board will allow you to put in a signature line, and that will normally include the URL to your

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

website. When you post a question like that, it gets posted on the board, depending on how active the board is, you might have 50, 100, 1000 people even in a single day look at your post AND look at your URL.

Scott: Exciting.

Dave: Very exciting! You will find that you will generate a ton of traffic if you are a regular on these discussion boards.

You put your signature line down at the end of every post. People will click on it. They will look at your website, the direct sales style website that you set up to sell your ezine.

People will begin subscribing to these ezines immediately. It's amazing. It's that fast. You can post at 2:00 in the afternoon, and by 3:00 you can have five subscribers to your ezine. That's how fast that it is.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Session 7

Scott: That is some tremendous information, , discussion boards. I never even would have thought of it.

I mean, so you can just simply type in a key word and discussion board and you can actually go to discussion boards all over the Internet that have tons of traffic.

Dave: That's right. That's one of the easiest ways to find them. Go directly to Google, type in your key word or the subject that you are interested in, followed by "discussion board".

Scott: Awesome...

Dave: And, you will be amazed at the number of returns you get, and the number of boards that you can actually go and start participating as part of a community in those boards.

And, whenever you do a post, just put your signature line, your website URL down at the bottom of your post, and you'll begin getting a lot of people visiting your website.

You know if your posts are interesting, if they are appropriate, ... that is very important, they have to be *appropriate*... and if they are helpful in some way, people will acknowledge that and go to visit your website.

You know, websites... the Internet is all about clicks. People will want to click your link. If you put your link out there, they will click on it, go to visit, and see what you are talking about and see what you have to offer.

You have to have something people 'want' ok? If you have crap on your site or your ezine isn't what people want you'll find out pretty

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

fast because you'll get this traffic and nobody signs up. I talked about 'tweaking' earlier, and we'll talk more about that. But you start getting noticed and you are going where your potential future customers are... that's key.

That's one of the fastest ways to develop your opt-in list, absolutely.

Scott: Um, is that it? Well, I mean, saying, "is that it." I mean, that is awesome, man. Do you have other ways, too Dave? Would you mind sharing those with me, in addition to discussion boards?

Dave: Yeah, absolutely. I mean discussion boards is number one for me, because that's how I built my Internet business. I had over 1,000 subscribers the first month I started doing this.

Scott: Really!

Dave: I mean, it works for me, I mean, I haven't participated in a discussion board, once in a while I will, but I haven't in like a couple of years. But, I continue to get traffic from those posts. .. and this is really cool.

This is something that Bill Myers called "leaving traces across the Internet." I really like his concept.

Scott: What's that concept about?

Dave: And that is, when you participate in discussion boards or when you participate in any high quality sites that already received a lot of traffic, then you have an opportunity to post your link to your website, do it!

Why?

Because the search engines, like Google, AltaVista, and all the main search engines, LookSmart, and MSN will go and crawl those discussion boards, cache them on their computers and servers and serve their visitors that information so that when people are searching

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

on a relevant topic, they will find your post even if its months or years after you posted that.

They will go back to these posts that you've done years go, and all of a sudden they are clicking on this website, and it's like a snowball effect.

It's absolutely incredible. Go into Google. Those posts will be crawled. And, here's another absolutely ...this method just works for me. And, I'm only telling you stuff that works, because I've used it.

If you have an eBay account....ee mentioned eBay earlier.

Scott: Yes... right...

Dave: It's about one of the best ways to generate fast cash if you don't have any. Like selling your used stuff or selling stuff through eBay. Well, every member of eBay is allowed an "About Me" page.

This is a page that you can talk about yourself. You can say, "I've been in business, or now I specialize in cooking utensils and rare used books," or whatever you want.

You can also put in the URL of your website on this About Me page. You will get, if you start to list things on eBay on a regular basis, you will get people clicking on your links on thei "About Me" page, it looks like a little "ME" logo next to your ebay ID name ...if you go to eBay.

And, people will click on that "ME" and it will go to your page. And, then if you have a link to your website there, people will click on it because it is your website.

And, I know that this works for a fact, because I carefully keep track of my logs on my website and I get people visiting me from my "About Me" page and listings on eBay.

Scott: Wow...

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: There is something that I was going to tell you, though. What you want to do, is there is a URL for your About Me page.

It's usually eBay.com/aboutme/YourUserName. My user name on eBay is "bizinsider." And, what I do is I take that URL, and I submit that to www.Google.com to have them crawl my "About Me" page on eBay. And my URL is: <http://members.ebay.com/aboutme/bizinsider/> And that is the URL I submit to Google.

Scott: Okay.

Dave: Because eBay is one of the largest sites on the Internet, Google regularly goes in and crawls it.

At least, it crawls certain pages. If you submit your URL for your About Me page to Google, it gets crawled and then, if you have your website link in there, it will jump to your website and crawl your website.

People will say, "If you happen to get my website, you know, it's a Google faster." You know, because sometimes it takes months even after you sent your URL to them to get crawled, this is one way to do that.

Put your URL in your About Me page, submit your About Page to Google, they will crawl it instantly. And, you can be listed in Google in five to seven days.

Scott: For the key words like eBay, eBay Motor, and stuff, right?

Dave: No. No. This is only your About Me page.

Scott: Okay. So, what I mean is, when people are typing in, you know, searching on eBay, Google is crawling your About Me page, they'll actually, it's a good chance that you're page will get shown in the top 10? Or....

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: No, no, no. Let me clarify this. This really has nothing to do with eBay.

Scott: Oh, okay.

Dave: And, in order to get your eBay About Me page in the ranking is not what I'm talking about.

Scott: Oh, I'm sorry. I misunderstood you.

Dave: That's okay. What I'm talking about...let's you say you have a website, like my website is www.infoproductlab.com.

If it was a brand new site and I didn't already have it listed in Google search engine, and I wanted to find a quick way to get it listed. I wanted a quick way for Google to be able to find my website so that I could get it indexed.

What are my options?

Well, one thing is I can go directly to www.Google.com and use their submit page to submit my URL, and then hopefully, five, six, or seven weeks or longer down the road Google's bot will automatically crawl my website.

Scott: Oh, okay.

Dave: But, the faster way to do it is because Google automatically, you know, when they see eBay and the URL, they crawl eBay all the time.

And, if you put your About Me page in with a link to your website, they will crawl that page, pick up on your link, and then find your site.

And, I've found over time, that whenever I developed a new website and I wanted to be indexed in Google faster. All I would do, is put the new URL link in my About Me page on eBay, submit that page to Google, and they will crawl me my new website.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Scott: That is a genius.

Dave: Because they are finding it, see? Now, if there is a link on eBay to my website they think it's, "Oh, it must be a good website." I don't know how they determine this. But...since they index eBay more often than a newly developed site submitted to them through their submission process. , they will automatically jump to the new link and get it indexed much faster. Believe me, it works! [Laughter]

The key thing is, if you have a brand, new developed website and you want it indexed faster, then put a link to it on your About Me page.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Session 8

- Scott: You there, Dave?
- Dave: Yes, I'm here, Scott.
- Scott: Yeah. You know, that's what I'm going to have to do. I'm going to have to get one of my websites together, submit the URL to my About Me page, and submit it to Google and have it start crawling my....That is just, that is amazing!
- Dave: Absolutely. Yep.
- Scott: [Laughter] That is a genius, man.
- Dave: It works, that's all I know. When I develop a new site, instead of submitting it directly to Google, I will go this eBay route and it gets indexed much faster.
- Scott: You know, and come to think of it, there's like, I heard, like 8,000,000 people a day on eBay. That is just tremendous.
- Dave: Oh, yeah. The traffic at eBay is absolutely incredible. You can't beat it. There are so many ways to make money on eBay that we could have an entire discussion just on that.
- Scott: Really? We'll have to do that sometime. [Laughter]
- Well, Dave, this information you are giving me here, , this is really going to help. So, it is true. You can actually build....I hear this all the time. You can actually build an opt-in list I mean really quick it sounds like, with these methods that you're talking about.
- Dave: Oh, absolutely! I mean, I developed the new product, I call it product, but it is actually an ezine with a specific focus, a specific theme, to

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

find free information and free software and other things of use to Internet marketers. This is a project I set up maybe about a year ago.

Scott: Ohh...

Dave: And, in order to develop the list, I started to participate more frequently in discussion boards and I also started selling more stuff on eBay and linking back to this page and I had like 1500 subscribers in, like, no time at all.

I mean, people just started coming out of the woodwork and starting to find me. It was absolutely amazing.

I mean, as long as you have a benefit sales page with a great headline, and great sales copy, and just a sign-up box for people to sign-up for your ezines, once they find you, your going to build it up pretty quick.

Of course, the question comes down to, now you've got this list.

What are you going to do with it? I mean, how are you going to email people? What are you going to send them? How do you fill contents for your ezines and things like that? I'm sure that's at the top of your mind.

Scott: Yeah. It is.

Dave: And, it's really not as hard as you think it is. , I've got to tell you though, it is like we mentioned earlier, it is much harder to send your letter out to your subscribers because it's all the SPAM filters.

Scott: Oh...ok...

Dave: Well, one of the ways I'm tackling that issue is by developing a new product so that my subscribers will be able to get my ezines that I send out on a daily basis, without having to go through the email sponsor, without it having to be sent with email.

Scott: Oh...ok...

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: So, it's a brand new product I'm developing because I can see a couple of years down the road, number one, either email...

...it looks like right now that only maybe 70 or 75% of my subscribers are receiving my email message every day, even though they've opted into it.

You know, they signed up for the list, but 25% is being filtered out and being put in their junk email box because of SPAM filters, etc.

It's really a serious problem these days.

Scott: Yeah I see...ok...

Dave: So, I'm developing this new product where, instead of me actually sending an email, they can access my ezine anytime they want directly from their desktop.

Scott: Okay. So, when are you starting on this, Dave?

Dave: Um, this is something that I had in my mind from the last few weeks.

And, one of the reason that I found out that people are not receiving my email is that I had one subscriber email me and say, "Gee, I haven't received your ezine for a couple of weeks. What's going on?"

Scott: Oh...ok...

Dave: And, I looked up his email address and he's on my list. And it's been getting sent. And my log states that he's been receiving my email.

I told him, "Go back and check your SPAM filters and make sure that it's not being moved to your delete box or your junk box."

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

And, he did that, and he went into his junk box and found all my emails. You know, this is a real problem for a lot of subscribers. So, it's not that, obviously, I didn't SPAM him if he's already on my list.

He opted into it. He wanted to be on my list, but because, like AOL and other companies are setting up filters that he may not know anything about, he doesn't have total control over the SPAM filters anymore.

He has some control, but there's a lot more companies that are putting a lot more filters in there that even the subscribers don't know about, so stuff that they want to get, they don't get.

So, I've been thinking about this for some time.

And, I finally came up with this product that I think is going to um, you know, get around this issue, make it easier for subscribers to actually read my ezine on a daily basis. I've been thinking about it for some time.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Session 9

Scott: Hello, Dave?

Dave: Yes. Hi, Scott.

Scott: Hey. How ya' doing? This is Scott.

Dave: How ya' doing?

Scott: Hey, I'm doing well. Well, hey, , Dave, I've got some questions for you, if you are ready to talk and we can kind of go over some of these other things that we didn't cover in our last interviews.

And, , you know, this is a really great concept, because we are going to continue to do this and keep an ongoing dialogue.

But anyway, , Dave, some of the other questions that I had were: you know those traffic generation type deals where they say you buy 10,000 leads or 10,000...guarantee 10,000 hits to your website, those sorts of things?

Dave: Yeah.

Scott: For the beginner and I've tried this once and I didn't find any results from it. But tell me what your opinion is about this traffic generation type of things.

Dave: Well, I signed up when they first came out several years ago.

And, I was really hopeful that it would bring some target traffic to my site and I'd make additional sales.

I mean it's pretty attractive sounding, because you sign up, you choose how many um hits you want to get to your site, and, you know, you pay your money and you make some sales.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Well, you know, it's not quite that easy. And, I'm sure, well, you know from your own experience and I know from my experience and I think most people listening would know too, that you do end up getting the hits.

Unfortunately, nobody ever signs up to get your ezines. Nobody buys anything from you.

You do get a lot of hits but you don't get any benefit from it and you've made an investment that you're not getting any return on.

The reason for that is that, a lot of the companies that sell these, and I'm not saying all of them do this, but there are many that do.

They employ a system where they are getting two to three clicks every for every page that they get a hit on.

So, for every time that they show a webpage from their site, they are getting two or three, we'll call it bonus clicks, people that they can send to any site that they want.

These people are normally clicking for one reason and one reason only, that they are getting some kind of bonus for clicking or they are getting paid to click on certain links.

Hey, you are paid to a load, but it only goes for a few seconds, and nobody is really interested in looking at your contents.

The only thing they are looking to do is to click is to get paid for the click that they made through to your site.

Well, that's the way that a lot of these programs are run. Um, unfortunately, there's also scam artists out there.

A few years ago, there's a program that you could have bought for \$29.95 that provided you with unlimited hits to your sites, all using computer generated clicks and unfortunately these programs were

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

abused. Originally the developer of the program made it so that you could test whether or not your website statistics were accurate.

And, um, the name of the program is called “Hit Box.”

And, what you do is you just set it up with a link that you want to pretend that someone is a real visitor has visited your site and it used a list of proxy servers, addresses that simulate real people using various browsers and operating systems.

And, when you ran this program and you ran your URL into its main window, it would automatically hit your site. And if you look at your set, it looked like you had a lot of visitors, but it was all computer generated.

And I don’t know this for sure, because there is no way to track it, but I think at least one person selling “wholesale” hits is using this program. Like I said, you can’t really know for sure and I’m not saying anyone really is doing this, I’m not naming anyone in particular, but I wouldn’t be surprised.

How can I be sure? Well I have a copy of the program on my desktop and I use it as it was intended to be used.. to track , make sure your logs are correct.

And if you want I can send you 10,000 hits to any website you own right now for a few bucks... ?? [Laughter]

Scott: Gee Dave thanks.. but no thanks! Not after knowing what I know now! Yeah. Boy, that’s a scam all right.

Dave: Yeah. The gentleman that, it’s called “Hit Box” and it was sold at the website www.hitbox.org and he doesn’t sell it anymore and I understand probably the reason why is because a lot of people abused his program.

The program, like I said, was originally designed to test your statistics package on your website to make sure that they were accurately

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

recording hits. And he stopped selling it because people would use it to benefit themselves through different advertising programs and things like that.

And, people would actual selling “hits” packages, and he found out they were using his program to generate the hits.

Scott: Well, it sounds like it is something that you wouldn't recommend.

Dave: No. I think the general rule is that if you find out that you can get traffic cheaply for something that you don't control directly, um, it's going to be a waste of your money.

If you joined a banner exchange that's one thing, because generally they will list the types of sites that you are going to be on and you'll have statistics that you'd have direct access.

But a lot of these hit programs, you just pay your money and they just come, but you don't know where they are coming from. And, that's a big problem.

Scott: Well, Dave, I can surely appreciate this and I'm sure that our listeners will appreciate this, because I see them all over the place, you know. Get this many hits for this amount of money.

Dave: Yeah, there are still very popular and I'm afraid that a lot of people who are desperate to receive traffic to their website are still buying these types of programs.

And, , it's just a waste of money. I won't spend for it, because normally it's just a waste of money.

Scott: Well, once again. I appreciate that. Like, I learned a long time ago, but I'm sure that anybody that's listening to this, , will begin to realize that it is certainly a waste of time. Um, Dave, I think that we've covered everything about that. Is there anything that you want to add to that before I move on to our next question?

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Dave: I think we covered a lot of it in our previous sessions.

In order to get traffic, really high quality traffic, you have to think of in terms like thinking like a business person going out and going to the discussion boards like we discussed, participating in those discussion boards.

Doing, selling on eBay, because they get a lot, a lot, of traffic and you really want to be able to leverage the traffic they receive and hopefully get some people to your “About Me” page on eBay to visit your website and, you know, just trying to be as visible as possible in a non-threatening way.

The other ways to get high quality visitors and traffic is to participate in PPC’s like Overture and Google AdWords and they are a great resource... but it’s not for beginners.

Another thing, one thing that we didn’t talk about was writing articles.

If you can do any kind of writing at all, you can write articles and go into Yahoo Groups at <http://groups.yahoo.com> and do a search for article submission. You’ll find a number of different lists that you can participate in that accept articles.

And, all you have to do is write an article about a particular subject just like you do in discussion boards you can put your signature line out on the bottom of the article.

And, a few of the groups on Yahoo have thousands and thousands of members that receive articles on a daily basis.

And, if you send your article out they can publish it on their website, which gives you some reciprocal links, they will actually read the article themselves, and maybe click through to your site, so you’ll receive some additional traffic there.

Those three methods are probably the most reliable.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

The most honest way to do business on the Internet that I've found: eBay, discussion boards, and writing articles.

It's a really good, excellent way to get some good quality traffic.

Scott: Wow, Dave. So, go to Yahoo Groups and type in article submissions and you can submit articles with your signature line?

Dave: Yes, there's a number of different articles on different topics.

Scott: Wow.

Dave: There are some article groups there. They just sent out business articles to their members.

Some of these groups have 3000 or 4000 members that receive articles on a regular basis.

And, the group itself will review your article to make sure that it is appropriate for their group.

They'll also take a look at it to determine whether or not you are just standing or if it is a true article.

So, you really want to write a good quality article to submit to the group. And, they have their own guidelines for submission. You should follow those as closely as possible.

Scott: So, you can write an article about any product or service that you are promoting and provide your signature line. And, Dave, the signature line is basically your signature in digital form, as well as a URL to this product or service that you are promoting.

Correct?

Dave: Yeah. It can be directly to, um, [clears throat]... you can put in a URL directly to your website, to a page on your website that redirects

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

to a product that you are promoting. The article should be informational, should have some really good solid information in it.

And, if you're talking about a particular product, you should talk about, you know, why this is a great product and that fact that it does have some informational and news value to it.

You'll find that suddenly your articles are being picked up by groups and by websites who are members of the group and pretty soon your articles will be all over the Internet.

Scott: And then you want to have a way that you can capture an email address to your website. You start to construct your list.

Dave: Absolutely, yeah. You know, anybody comes into contact with you for the first time, if you are promoting a product and you are doing a direct sale, your not going to get as great a response as if instead you write an informational article or you participate in discussion groups and offer helpful information and then have people directed to your ezine sign-up page.

You know, get them on your list first. Trust is built over time. It is earned. It doesn't come automatic.

People will not buy anything from you unless they trust you....

Well, let me, I mean let's put that another way... they might buy from you the FIRST time without really knowing you, but you won't get them to come back and buy more stuff from you if you don't deliver a quality product the first time.

And most of your profits will always be on the second, third and fourth sale, etc... to the same customer.

It's called 'lifetime value' in marketing terms and I've seen some stats where people show you their 'lifetime value' of a customer because you know, you can quantify that, and it's like \$2,000 or something.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

So if you have multiple products and your lead product is like only \$20 but you have more products later on that you can sell to that customer, how much is that customer *really* worth to you?

Is he or she only worth \$20 or are they worth much, much more?

Of course they are worth a lot of money if they keep buying from you.

Scott: Yeah, very good. Well, Dave, this is good information and I'm going to appreciate that.

What I'm going to do is to move onto my next question. And, , so what my next question is about, I'll mention that here in the next video or the next interview.

Dave: Okay.

Scott: Sure?

Dave: Yes.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Session 10

Scott: Well Dave, hey, that was some good information about the traffic generation scams and the submission groups and, you know, all that information that you shared.

I wanted to move into the next question and what that is, you were mentioning...you have a method of getting “hot” products, information products, ebooks, etc, really quickly, because I’m a member of your newsletter and I’ve seen how you do this.

You’ve mentioned to me this service or membership website called ebook wholesaler?

Dave: Yeah, www.ebookwholesaler.com.

Scott: Yes...

Dave: And, um, it’s a site where you are allowed to resell products that that come up with each month.

Each month they find a new digital product, usually an ebook, or sometimes it is a seminar that is recorded on mp3 and they allow you to resell it. It comes with the book itself.

You can rebrand the ebook if there are any affiliate links in it; they allow you to download a website that is already completely made with graphics and sales copies. And, if you have a website, all you have to do is make the changes, upload the sales site to your website, and begin selling the book.

The most effective way I’ve found of using www.ebookwholesaler.com at all, in my business, is not to use their sales copy, not to use their graphics or anything else.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

What I like to do is, review the book myself. I'll download the book from their site in the membership area.

I'll read the book, and then I'll pick out what benefits the book meant to me. I will, you know, look at it from the perspective of, you know, my customer and finding out what real benefits are to owning and possessing this book.

So, instead of using their sales copy, which, not everybody else is going to be using, instead I will go to the book, write my own sales copy for it, and then email it to my ezines to my subscribers and have them order directly from a link in the ezine, or to a page that has the order link to it.

Um, rather than refer them to the sales page that they prepared for you. The reason for that, it just seems to work better for me. I really can't explain it, Scott, because I think it's because I put my own personality into the sales copy.

Um, I think I do a pretty good job of describing the benefits of owning this book from my list, and, um, most of the time, you know, they agree with me.

I've have some real dubs. And, I've put out some books I've only sold one or two copies.

But, , normally I sell quite a few copies of the books that I recommend. Number one is because of my subscriber base really trusts me to pick out really good books that are really beneficial.

And number two, is I put my personality into writing the copy. I understand my subscribers very well and what they are looking for, an um that type of thing, so I sell a lot of copies that way. If I use the copy that they gave me, I don't think I'd be as successful only because their copy is pretty good. I've seen it.

It's not great. But, you have to inject your own personality into the stuff that you are selling.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Scott: Well, that's , great information, Dave, injecting your own personality into the sales copy.

Dave: Yeah.

Scott: And the sales copy, for the newcomers, basically what you say in your website should convey the message that you are trying to convey.

Dave: Right.

Scott: When I first heard that the first term "sales copy", I was like, "Sales copy? What's that?" [laughter] I thought you saying "sales coffee," and I was like, "Is it a special coffee that you drink?" [Laughter] No.

Dave: They are full of caffeine and ideas, just drink it and you'll get lots of money-producing ideas. [laughter]

Scott: That would be great.

Dave: Here, drink some ideas. Here you go.

Scott: Yeah.... I wish! Okay, Dave, well that www.ebookwholesaler.com it sounds like such a great deal. Is that a membership site, Dave?

Dave: It is a membership site and, you know, the membership is not cheap.

They currently have about 63 books in their site that you can resell. The initial monthly fee is around \$50 at the time that we are talking, and its \$27 a month thereafter.

You can only continue to sell the books that they offer for as long as you are a member. Once you are not...once you cancel your membership, you can't sell their books anymore.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Um, but I, I mean, even if you have a small list, you know, you are going to get some sales and it will more than cover your membership in www.ebookwholesaler.com.

Scott: So, \$50 the first month and then \$27 a month thereafter.

Dave: That's right. It's a small price to pay.

I mean, and then, once a month before the seventh of each month, they give all of their members a brand new book. In this book, they have gone out and purchased the rights to resell it from the author.

And the author, in exchange for allowing www.ebookwholesaler.com to sell it and get their name out there, they have agreed not to sell the resale rights to anyone else for a period of six months.

So, all the members of www.ebookwholesaler.com get a six-month window of opportunity to be exclusive sellers of this particular book.

Scott: That's a really great benefit.

Dave: It is a good deal.

Scott: Wow! And, so they... Well, it sounds like to me that www.ebookwholesaler.com is a little like Clickbank, other than the fact that they don't have as many, well www.clickbank.com is everything from software to ebooks to everything, whereas this one is just ebooks and it's a membership.

Dave: That's right and ebookwholesaler doesn't process credit cards for you... you have to use Paypal or your own merchant account, etc....

It is just ebooks. It has some audio files.

One of the real key benefits of www.ebookwholesaler.com, ... but wait, you know, like www.clickbank.com if you sell something, you get most of the money, 7.5% goes to Clickbank.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

If an affiliate sells the book for you, you are paying 50% commissions for them or whatever commissions the author has decided to give to the affiliate.

But with ebookwholesaler, you are keeping 100% of the profits when you resell the book.

Scott: Yeah.

Dave: You are getting a website because they always give you a website to go with the book. You are downloading the book. You can sell it and keep 100% of the profit.

Scott: Wow.

Dave: It's really a quite powerful proposition for anybody who joins.

Scott: Well, it sounds like I'm going to be joining that. I've heard about this before, but I just didn't fully understand what it was all about.

Dave: Yeah. They are a real good program. You know, one of the things...that I joined a lot of different sites.

People who are listening to this probably know of several sites that sell resale packages. You go in and get ebooks or software and other things that you can sell.

This is one of the best that I've found. The products are always good. They always come out with a new product on a regular basis.

They've been in business now I think for about 2-2 1/2 years.

I've have , you know, great confidence in them. And, it's Tom Hua, who is in Australia. I think I'm pronouncing his last name correctly. I hope I am. And, he's been an Internet marketer for a very long time. And he is well trusted on the net. I had no hesitations at all to join the site.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

- Scott: Well, Dave, you know since we're recording this interview between us. I think what we should do, is we should put a link on the site NitchJournal.com, my new site, to www.ebookwholesaler.com for any of those that want to go and utilize this service.
- Dave: Sure, absolutely. Any of the websites that we've mentioned we'll make sure we get something up there, so everyone can take advantage of this website.
- Scott: Well, great. Well, hey, Dave, I think that's about it for now.
- Oh, one other thing Dave, just real quick, online.....
- You've heard this online advertising versus offline advertising. Now, I've noticed that there are some people out there, Internet marketers that are combining offline advertising along with their online.
- Dave: Yeah. That's something... a recent development. Um, at least it's new in the sense that it's really becoming a very effective way to drive traffic to your website.
- And, I've only done this very little myself. And, I know... I think you mentioned something about you've had a good experience with advertising your website in a print publication.
- Scott: Yes. All I was doing was I was just making a direct sale. Well, I was doing Internet marketing, but I that was to find leads, email leads, and autoresponders and that type of stuff.
- Dave: Oh, okay.
- Scott: But I wasn't capturing an email address through this, but, , just routing people to a 1-800 number. If you can just word the article or the ad right you'll get a lot of people calling you.
- Unfortunately, because of the place that I put it in, [laughter] I put it in the "Help Wanted" section, so I got a lot of people that were looking to change jobs or that were looking for a new job. But, you

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

know, occasionally, this is a weekly thing. ..every other day I would always get somebody who was a good prospect.

Dave: And, that was ...you were going to earn quite a commission if somebody followed through to that.

Scott: Yeah, it was \$1000 a sale. But, you know, it was a heavy sale and I think it is a world of difference than what we are doing here and I think what most people are looking for on the Internet.

Dave: Right.

Scott: And thats to capitalize our little niches here and there. But that wasn't a niche; it was just a great service. But, the cost, it was very expensive.

Dave: Yeah. They're not cheap... yeah I did an ad, a classified ad, in the *USA Today* in the Business section and, in their Marketplace section.

And, those are expensive ads. I did get a lot of sign up for my ezine, because I directed them directly to my ezine signup, and it worked out really well for me.

But to put my toes in the water, as far as advertising offline to drive traffic to your website. But, I know that there are a couple of Internet marketers who are doing this in a big way now.

And, one of them I know from second hand information is that they put an ad in a wedding publication or a wedding planning ebook that they have.

Now, think about this for a second. If they advertise in a print publication, okay, they have expenses to print an ad.

But, they are driving traffic to a website where there is zero fulfillment costs, because their ad is right on the website, and there's zero delivery costs because people can order and download the ebook instantly. So, even though they have some upfront expenses (the ad),

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

they have a very powerful system for creating sales without incurring any additional costs.

From my understanding, there is this one ad that generated over 7,000 ebook sales in a month.

Scott: Wow!

Dave: Yeah, just a single ad. So, you know, I think this is an area that you should be discussing, you know, a lot more in the NitchJournal.

It's an area that I think that has a lot of possibilities. I mean, traditionally, direct marketing has a number of expenses.

You know, people, if you put an ad in the classified paper or magazine, they are going to call you. You have to stuff an envelope, put postage on it, send them information.

Instead, you are going to be directing them to a website with a URL in your ad. You know, there's a lot of savings there.

And, I think if it's done correctly, it's going to be an area that Internet marketers are really going to sit up and pay attention to, to drive traffic, to generate leads. Um, I think it's going to be a big thing.

Scott: Well, you know, Dave, I think, don't you think that it'd be a good idea that maybe we should do a test. Come out with a product or a service, maybe from www.ebookwholesaler.com or what have you.

And run...I'll tell you what we'll do. What do you think about this?

We'll do some tests, and we'll actually keep track of the stats.

Dave: That's great.

Scott: And, we'll actually do a little report on that, make an interview on that, and make it available to our listeners.

Dave: Absolutely. That's a great idea. Let's do that.

Easy Money

How To Pick The Low Hanging Fruit Off The Internet Tree!

Scott: And, so, I think that's got to be one of our next projects coming up. You know, thinking about this, I mean it's just so exciting, because there's so many people that we're not reaching that , you know, and there's so much more that we could.

If we would just utilize that and have a little advertising budget, you know for more offline advertising, in different publications.

Dave: Absolutely. I think that it's ...I think it's something that if you're not thinking about it now, definitely it's something that you have to keep in your arsenal. Internet marketing is absolutely terrific. But, there's ways to do it that are very expensive online that aren't going to get you the results.

You've got to be able to do it so that you can actually track the results. You know, you can try it out with your investments and what your return on your investments is going to be. And, if it pays off, you've got to keep doing more of it.

So, we're going to be investigating that further and, we'll let everybody know.

Scott: That'd be great. Well, Dave, hey, I think that's about all of the time that we have for today. And, , we're going to continue to dive into these niches that we continue to find. They are just all over the place.

Dave: That's great. I'm excited about it.

Scott: Pretty exciting. Well, Dave, thanks again for letting me 'pick' your brain... I'm really excite about what I've learned from you and I have hope, I'm going to do something about it. I am going to do something and it'll be because of you. Thank you again...

Dave: You're welcome Scott...