

The Easiest, Money Making Business in the World!

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By Michael J. McGroarty

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The business idea that I am about to share with you, almost seems too easy to actually work. Don't think that for a minute. This one idea is actually powerful enough to change your life forever. It sure has mine.

Basically, what you are going to be doing is selling an E-book. The E-book that you will be selling will cost you nothing and will sell for as little as \$4.95 or as much as \$99.95. That's the beauty of selling E-books. You only have to write or compile the book once, and you can sell it thousands of times, and the product itself does not cost you a dime. There are some costs in processing the order, but they are nominal, and we'll discuss them in a moment.

To put this strategy to work making you money, there are a few things that you must know. But don't let the things that I'm about to describe intimidate you. Read this list with an open mind. If you already know how to these things, then you are ahead of the game and ready to get started.

You will need:

A homemade booklet that was written by you, or for you. This booklet can be just a simple publication. It does not have to be a large publication. Sometimes just a few type pages can actually become a saleable product.

Writing a booklet like this is actually very easy. A booklet is nothing more than a series of articles, and you don't have to

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be a professional writer to write articles that people will find interesting. This type of writing is nothing more than writing just like you speak.

That's what I'm doing now as I write this article. I'm writing as if you and I are sitting at my kitchen table having a conversation.

You will also need your own domain name: Like www.troutfishing.com or www.breadmaking.com. Some search engine experts claim that the search engines will send you more traffic if you register the domain name as

www.bread-making.com, with a hyphen. However, keep in mind that this is only advantageous if you are depending on all of your traffic to come from the search engines. If you are going to be doing any off line advertising, then this can really hurt you because people will forget about the hyphen, and they will not find your website.

You will also need a simple website.

This idea revolves around starting with a subject that you are knowledgeable about, or a subject that you would like to research. This does not have to be a complicated topic like brain surgery. It can be something very simple, as long as there are other people who would like to learn about the subject. Actually trout fishing might be a good topic. Bread making might work, but I'd look for something a little more powerful. I can show you how to find topics that people are hot for, but that's another article.

Fisherman and golfers are fanatics, and many products are already on the market that teach them how to do these things better. Don't let that scare you off. The fact that there are many products already being sold on a given subject, means that there is an intense interest. More than likely there is room for one more product as long as it provides fresh ideas and or new concepts. Or an old concept with a new twist.

Maybe you have a hobby that you are passionate about. If so, you can be assured that there are other people who share your passion, but may lack your knowledge of the hobby. If that's the case, they will be willing to pay money for a booklet that will quickly teach them what they need to know about this

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hobby.

Put your thinking cap on and think long and hard about human nature. What is it that people want? Ever been to a little league game or a midget football game? These parents want their child to be the best! There is a market for products that help children achieve their goals. A booklet or video on pitching techniques or any other competitive sport that children participate in will sell really well!

They also want this information instantly! They sit down at the computer, type in whatever it is that they are looking for, and they want something to pop up on the screen instantly telling them what they want to know.

Does it really work that way? Yes and no. When people do a search, information does pop up on the screen, but is it what

they are looking? Kinda, but not really.

This is where you come in.

You create a simple website on the subject of your E-book, and on that website you provide a significant amount of information that your target prospect finds very interesting.

You give them lots and lots of information, but you don't give them everything. Instead you tell them about your e-book that tells it all! Then you explain how they can buy it right now, and be reading it in minutes.

Does this really work? You better believe it does!

How many different topics will this work for?

Thousands.

As an example we'll use the keyword phrase "slot machines".

Every gambler, and there are tens of thousands of them, want to know how to beat the slot machines. If you read 10 books about winning at the slots, you would have enough knowledge to write a E-book of your own. Don't copy anybody else's work. Simply do the research, acquire the knowledge, and then write from what you have learned. If you copy word for

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word you are violating the copyright laws, and you will have trouble. On the other hand, if you thoroughly research a subject, and then write from the knowledge that you have absorbed, the information that you produce is original to you.

There are so many potential products that I could make this article 100,000 words long, but we don't have the room here. Anyway, you've got the idea.

The secret to making this work is to find a topic that is very narrow. As our example we'll use trout fishing. Once you have written your booklet about trout fishing, you will then create a website about trout fishing. The website will have many references to trout fishing, and a lot of information on the subject, but the absolute best trout catching techniques will not be revealed. In essence, the website will actually be a very well crafted, electronic sales letter.

You can create the website yourself, or you can hire an expert. Don't throw your money away. You can learn website design. I did, and I knew nothing about website design, and little about computers

If the topic you choose is narrow enough, and your booklet and web page are well done, you should attract a substantial number of visitors to your website, who are willing to buy your booklet. The secret is to have your page come up very near the top of the list when someone types "trout fishing" into a major search engine. There are no tricks you can use to do this, just creative thinking.

What most people don't realize is the number of times that the most mundane words or phrases are searched on a daily basis. In fact, the more mundane your key word, the better your chances, because there is much less competition for these mundane key words or phrases. I'll show you how to find out how often your keyword is being searched.

Once you have your website up and running and your booklet is selling really well, then you can let others sell it for you through an affiliate program. This is when the money really starts rolling in.

There are people on the net who are using this model to make a living on a full time basis. The topics that they have chosen

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to write about are certainly not earth shaking, and they would never sell in book stores. Yet on the internet, they do very well with them.

I myself sell tens of thousands of dollars worth of information products that are gardening related. I didn't really think my products would sell as well as they do, but I still took that calculated risk to at least test the water. You owe it to yourself to give it some serious thought. For years I sold a homemade booklet for \$19.95, and it was only about 27 typed pages.

That booklet is now an E-book, and it is selling really for \$39.99!

Here's something to think about. You only have to write the booklet once, yet you can sell it forever. People have been trout fishing since the days of the caveman, yet only a very tiny fraction of the people on the planet actually know how. 99.9% of the people that own fishing rods don't have any idea how to catch fish. I'm one of them, and I've been fishing for years. I just never catch much.

Find a topic that people have a sincere interest in, and you will have a winner. Stop by the message board at <http://www.homemadebooklets.com> and join in the discussion. It's a great place to pick up new ideas and lots of inspiration.

There is a E-book inside of you. Set it free!

Michael J. McGroarty is the author of the Free Report Series "37 Secret Money Making Strategies". Stop by <http://www.homemadebooklets.com> and sign up for the entire series. This is a Free offer.

Is It Possible To Make Money Online?

By John Carr

Are you tired of working a nine to five job? Sick of flipping burgers all day with no time to spare at the end of the day? Just plain disgusted with not making as much money as you always hoped? Well maybe the answer to all your problems is right in front of you. That's right, I'm talking about making money online. Is it possible to make money online? Absolutely. With the right planning and research you can see your dreams come true.

With the advent of the Internet came a new type of business, the E-Business. People around the world are taking their business online for one reason.

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Connectivity. A woman in Paris can sell her candles to a man in Beijing in a second and have it shipped to him in a matter of weeks. It's easy for someone who already owns their business to incorporate the Internet order to make more money. With a few simple clicks your products are connected to the entire world and you are making money online.

You can even start making money online by simply keeping an online journal or "Blog". These sites work simply by advertising products on your blog that may interest your readers. It's basically a referral program that works if you keep your Blog updated. This keeps people coming back. The more times they visit your Blog the more likely they are to click on the ads on your Blog. However, don't think the money will come easy. You will want to keep it interesting enough so that they will keep coming back. This is a great way to earn money if you like to write.

These are not the only ways of making money online, there are many more. The key is finding one that works right for you. If the site looks too good to be true, it probably is. You may end up making more money than you ever thought possible with a tool that's right in front of you, just don't get discouraged if you don't make money right away. Just be patient and good things will come your way. Start the search today for an online business that is right for you.

John Carr is a well known affiliate marketer and author who has researched many of the home based business opportunities on the net today, here are his picks.



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