

“5 Quickest Ways To Massive Windfalls Of Cash Online”

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(The Special Report)

By Ewen Chia



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“5 Quickest Ways To Massive Windfalls Of Cash Online”

Dear Friend,

These days everyone wants to know how to make money online...

Yet, for some, this lifestyle seems out of reach. Does this describe you at all?

If you've been banging your head against the wall trying to figure out the quickest and easiest methods to generate some cash for yourself online, then these five tactics should have you opening your eyes wide and wondering...

“Why didn't I think of this before?”

Cash Tactic #1: Affiliate Products

Affiliate products offer the small, home-based business owner the opportunity to make truckloads of cash, while investing a minimum in over head.

Low overhead is the primary benefit of affiliate marketing. You don't need your own merchant account. You don't need to pay a web designer and programmer to create a huge e-store for you. You don't handle customer complaints, refunds or returns.

All you do is refer the prospect to the merchant's site, and the merchant handles the rest.

I believe the best affiliate products to promote are information products. Your commissions on information products tend to be higher simply because the author can price an information product higher than what the average shopper spends on a tangible product sold online on a typical day.

This is because the value of information is ambiguous at best, and subjective to how the prospect sees value. People are willing to spend much, much more in order to acquire a solution to their problems.

There's a right way and a wrong way to promote affiliate products. The wrong way is by directing your prospect through your affiliate link straight to the merchant's site.

This is a big no-no.

It leaves you at the mercy of the merchant's sales copy, and allows valuable traffic to slip away since you aren't collecting prospect e-mail addresses to your own opt-in list.

The right way to promote affiliate products exists in six steps

Step 1: Locate an information product which has an affiliate program behind (99% of them do. The best place to start looking is www.ClickBank.com)

“5 Quickest Ways To Massive Windfalls Of Cash Online”

Step 2: Create your own list of the targeted keywords your prospects use to find the type of information the product provides.

Step 3: Create a “landing page” for the affiliate product. This will contain a brief amount of pre-selling ad copy and an opt-in box. The goal of the landing page is to convert visitors into subscribers, so that we may follow up with those subscribers and pre-sell to them.

Step 4: Create pre-sell content and load it into your autoresponder series. These messages will be sent to everyone who subscribes to your opt-in list via the landing page. The purpose of this content is to convert that subscriber into a customer.

Step 5: Send traffic to your landing page via Google Adwords

Step 6: Sit back and relax while your prospects receive your messages automatically, and begin following your affiliate link from within those messages in order to make a purchase.

This method doesn’t require a lot of sweat once you’ve run through it a couple of times. It will become second nature to you, and you’ll be able to set up your affiliate landing pages very quickly each time you find a new product to promote.

Why do things this way?

Essentially, you’d be crazy to do it any other way. Affiliate marketers are more plentiful than lawyers. Almost every market in existence is absolutely saturated with people trying to earn commissions by directing all of their traffic immediately over to the merchant’s web site.

The average site visitor, however, tends not to convert into a customer on the first visit to a site. So, while your affiliate ID may have been in the queue the first time that prospect visited the site, it likely won’t be the next time that prospect visits – or worse, makes a purchase.

This is due to the wide variety of pitfalls affecting ‘cookie tracking’ (the method used by affiliate software to determine who the referrer is and who should be credited for the sale). I could list dozens of ways your affiliate ID can be trashed, but suffice to say that you can eliminate at least 98% of the unknowns and keep *your* link recorded as the referrer when you generate sales out of *your* opt-in list.

Affiliate marketing provides an opportunity never seen before in the history of business.

Never before could the average person earn commissions by promoting products from big-name corporations – and all at the same time they can earn incredible commissions

“5 Quickest Ways To Massive Windfalls Of Cash Online”

on intangible products which may very well have been self-published by their next door neighbor.

If you desire a plentiful range of products to market, don't want to deal with creating your own products, and don't want the headaches that come with being the product owner, then affiliate marketing is the windfall method for you!

Cash Tactic #2: Resale Rights

Ah, resale rights! They are the lazy marketer's salvation. You don't have to create your own product. You don't have to write a single word. You may not even have to lift a finger on sales page creation when the resale product comes with a ready-to-upload sales page.

All you do is pay the licensing fee to acquire rights to the product, perform a small amount of editing to change the payment link over to yours, and upload the sales page and product file to your web server.

There's just one problem with resale rights, though.

The concept was *so popular* when it first hit the marketing world that large parts of the market are saturated. The demand for resale rights outpaced the supply.

This trend is taking a turn for the better in 2005 while the marketing world goes through its latest “next big thing”: niche marketing. Today, you can find products with resale rights for such things as cooking, golf, arts and crafts, self-improvement and much more. Seizing on the profits promised by demand for niche products, there are dozens of new authors out there who have devoted themselves to turning out these niche products, and offering them with resale rights.

There are variations in resale licenses that you need to be aware of before you get started. Basic resale rights allow you to resell the product and that's it. You are not allowed to grant *others* the right to resell the product. If that's something you want to do, you should look for products with *master* resale rights.

Price control is another factor to consider. In many cases, your rights extend to choosing your own price point for the product – but be forewarned that some product authors require a minimum price at which the product must be resold. This is done to ensure that the product's resale value isn't diluted by price wars.

Marketing Resale Rights Products

If you desired, you could take each resale product you own and create a direct marketing site for that product. This is a single product sales approach. You could literally go through each product, one by one, creating individual sales pages.

“5 Quickest Ways To Massive Windfalls Of Cash Online”

This approach is O.K., but there are a lot more profitable and creative ways you can market these products.

For instance, you can combine related products together to create a package, and this will allow you to raise your price considerably.

So, for example, let's say own resale rights to the following (made up) titles: '*Sewing For Fun*', '*Easy Embroidery Projects*' and *1000 Cool Celtic Designs*. In this package, you've got information on how to sew, information on how to create embroidered patches and a nice collection of designs that one could use for their sewing projects.

The unique twist comes when you pull a clever marketing trick and invent your own name for the package.

“The Ultimate Craft Kit, Volume. I” might be a good title. Instead of marketing the individual works, you present them as a ‘kit’ to help everyone from kids to teens to moms get started on a creative art project. This can change your entire target market. Instead of marketing only to people who sew, you're marketing to the people who enjoy craft projects for entertainment. They want ‘straight out of the box’ solutions.

This isn't all you can do with resale products.

You can build membership sites around them. You can use them as back-end products. You can link them to complementary pieces of software if appropriate. There is a myriad of ways to take a common resale product and increase its value – and, in the process, create something totally unique and new. It's all in the approach.

Cash Tactic #3: Special Reports

A special report is a ‘mini e-book’ of no more than about 5 to 12 pages in length. While you can certainly create a mini-ebook that sells (provided the information it contains is perceived to be valuable enough), the best use of a short report is as a **lead generating** tool for your affiliate campaigns.

The special report is the ideal viral tool. You create (or acquire) a short report which is branded with your affiliate links and/or your main URL.

The focus of the report should be niche specific and completely focused on the pre-selling of the affiliate product.

Your lead generation program will work on **two** levels:

1. The special report is used as bait on your landing page to collect subscribers. They must give you their name and e-mail address in exchange for the report.

“5 Quickest Ways To Massive Windfalls Of Cash Online”

2. Those who download the report are encouraged to distribute it and/or refer a friend to your site. Meanwhile, you’ll have your opt-in form embedded within the report so that anyone who receives it outside of your main distribution channel can join your list as well!

So, you’ve now created a ‘traffic loop’ which will build up your subscriber base as well as your commissions.

You see, the report is just a ‘teaser’. You’ll pre-sell in the report, to be sure – but once you have the prospect on your opt-in list, you are able to follow up with additional pre-sell content for the affiliate product.

Why is this so powerful?

Well, think of it this way: If all you did was refer people to your landing page and follow up with them via autoresponder, you’re working in a *closed* system. Your message stays locked within your list and its reach is dependent on how many people you can get onto that list using just one method of traffic generation.

However, the short report provides an ‘escape hatch’ for you message to spread virally to people who wouldn’t have found your landing page under ordinary circumstances. It’s a lot like jumping a node on the Internet. On one network, you’ve got your subscribers who came in from your pay per click campaigns.

On another, parallel network, you have potential prospect who, for example, just don’t click on sponsored advertising even if they would be interested in the product. So, here comes your mini-ebook like a stray packet across the network – able to communicate in places you couldn’t reach before.

Special reports are careful blend of direct marketing and referral marketing.

You apply the principles of direct marketing in the creation of the report’s content and “look and feel”, while the principles of referral marketing act to spread your message as widely as possible. Once you set this loop in motion, you have a completely *free* source of residual traffic.

You’ll soon see your affiliate commissions explode, and for a lot less work than you would’ve endured creating a full-fledged mini-site and driving constant streams of pay per click traffic towards it!

Cash Tactic #4: Interviews!

It’s a piece of cake to churn out products created from interviews. In fact, it may be **one of the laziest content generation methods available.**

“5 Quickest Ways To Massive Windfalls Of Cash Online”

Interview packaging is easy, too. You can present the interview as a written transcript, an audio transcript, or both. You can offer a downloadable mp3 file or you can burn the entire interview to CD, put an attractive label on it, and instantly raise your price by at least 30%.

Are you ready for the x steps to creating an interview product? Here they are:

Step 1: Choose a niche topic

Step 2: Identify an expert for that topic whom you can interview

Step 3: Write up your list of interview questions

Step 4: Conduct the interview

Step 5: Package the interview in an attractive format and unleash it on the world

It really is *that simple*. The only research you might have to do is the research involved in determining the niche topic, which aspects of that topic to focus the interview upon and any additional reading that will help you formulate solid, information-mining questions.

The interviewee spills out the data in his or her brain, and your product writes itself right before your eyes.

Interview Methods and Tools

You've got three possible methods for conducting the interview:

1. Via e-mail
2. Via phone
3. In person

The e-mail based interview requires no special tools for transcription other than free time and a good text editing program.

Phone and in-person interviews will require a recording device. New technology makes it much easier to record telephone conversations in high-fidelity. There cassette recording devices you can attach to any standard telephone handset. There is also a new piece of software on the marketing which lets you record land-line phone calls to your PC. It can be found at www.telephonerecording.com.

Last but not least, the trusty cassette recorder will do the job for in-person interviews. However, you might want to invest in an external microphone for improved volume and sound quality.

“5 Quickest Ways To Massive Windfalls Of Cash Online”

Editing Audio Interviews

Your finished product will no doubt require some tweaking to bring it up to professional standards. In order to edit out some of the white noise and the usual “ums and ahs” inherent in face-to-face conversation, you’ll need to transfer your audio onto your PC.

The only hardware you need is a good sound card and some RCA Stereo cables. Just plug the output of your cassette recorder into the input on your soundcard, and you’ll be ready to go.

In order to capture, record and edit the audio coming in on your sound card, you’ll need an audio editing program. Audacity Audio Editor at <http://audacity.sourceforge.net/> can get the job done for free.

Once you’ve packaged everything up, you’re done.

You’ll probably spend more time tweaking the graphics and copy of your new sales page than you did creating the product ☺

Cash Tactic #5: Teleseminars

Do you want to know something interesting about teleseminars?

While they’re becoming a popular marketing method, the field is really wide open for you to cash in on them because **very few** marketers understand how to pull them off.

A teleseminar requires advance planning *and* a willingness to overcome a bit of stage fright. The average marketer in competition with you avoids teleseminars for these reasons. They’re intimidated by the idea of showing up on time and speaking, even via telephone, to an audience of a couple hundred people.

You can cash in on this technique in a big way.

Teleseminars, right now, are popular mainly among the internet marketing crowd and tend to focus on marketing-related subjects; but, just imagine what you could do if you held teleseminars for non-internet-marketing niche audiences? The field is *wide open* and vastly *under-exploited*.

Best of all, you have real-time advertising space in front of a target audience. You get to repeat your URL and pump up the benefits of your product to this captive audience throughout the duration of the call. It’s a totally effective method of pre-selling!

It’s fast, too. You’ll have traffic hitting your site during the call and you’ll be able to speak directly to your prospects *while* they’re browsing your site. The sound of your

“5 Quickest Ways To Massive Windfalls Of Cash Online”

voice alone can make an immeasurable difference in how those prospects respond to your written copy!

How to Hold a Teleseminar When You Have No Opt-In List and No Budget

Imagine the following situation, especially if it describes you:

You have a product you'd like to promote. However, your site generates zero traffic, you have no opt-in list and your ad budget is smaller than the pocket change hiding under the couch cushions. It seems on the surface like a hopeless situation – but, is it?

Not at all. You can use a teleseminar to turn this situation around 180 degrees. In fact, by the end of your first seminar you *will* have subscribers to your opt-in list and, hopefully, a couple of sales which will grace you with an instant budget!

How are you going to accomplish this? Easy - you'll do a joint venture to generate publicity and traffic.

Step 1: Find a non-competing, complementary business which operates in your niche and determine whether your product might be of interest to their customers.

Step 2: Contact the site owner and pitch the basics of your joint venture idea. Keep your focus on how strongly you feel about your product's potential value to his customers. Negotiate the basics of the value exchange to occur in the joint venture. In other words, what are you offering him in return for what he can offer you.

Step 3: Determine whether the business owner is aware of the power of teleseminars. If not, take the time to pitch the benefits a teleseminar to him and suggest that this be the medium where the joint venture transaction takes place.

Step 4: If your proposal is accepted, get ready to conduct the teleseminar and work out all the necessary details.

Let's put this in context with a real-life example...

You've just finished an e-book that teaches people how to overcome their most common dating dilemmas and now you need to find a related niche web site you can partner up with.

After a bit of brainstorming, you determine that the best potential joint venture partners would be sites targeted to: newly single divorcees, chronically single 30 somethings and, last but not least, any site dealing with seduction or how to attract romantic partners.

Once you have these targets in mind, you hit the search engine to find the sites which deal with just these sorts of topics. The first thing you check is whether the site has an opt-in list. If they aren't collecting e-mail addresses, it's a no go.

“5 Quickest Ways To Massive Windfalls Of Cash Online”

For each site which has an opt-in list, you sign yourself up as a subscriber and begin analyzing the content of the messages they send out. Are they building positive relationships with their subscribers? Do they offer informative content? Does it seem like the site owner cares about his target audience and not just about making money?

If you can answer yes to each of these questions, you can mark that site down as an excellent candidate for a joint venture partnership. Rinse and repeat. Collect as many potential partners as you can. You'll want this list in case one deal falls through, in case of the inevitable rejections, and for future joint venture projects.

Next, contact the top candidate on your list.

You can contact the site owner via e-mail; however, if you can find a phone number on their contact page, always pick up the phone and make a personal call before resorting to e-mail. This personal touch will get their attention and let them know you're serious. Sites with decent traffic get bombarded with e-mail (and with JV proposals!) on a daily basis. A phone call will make you stand out above the rest. Besides, it seems sort of strange to co-ordinate a *teleseminar* by e-mail, doesn't it?

Once you have the person in charge on the phone, be professional and to the point about why you're calling. Compliment them and let them know what, specifically, you like about their site. In fact, it's a good idea to have their site open and in front of you in your web browser during the call.

Explain who you are and give them a description of your product. Describe the potential synergy between your product and theirs. Why are they complementary? Why would your joint venture partner's customer base be interested in your product and how would they benefit from it?

Finally, present your joint venture proposal as a joining of forces. Give your potential JV partner a list of everything you are prepared to offer him in exchange for doing business with you. You'll need to ante up on this and offer something like a 60/40 profit split in his favor on the sales of your product. Remember, you're asking him for access to his hard-earned resources, while you have no list and no special resource other than your product to offer in return.

If your potential partner is open to the venture and ready to talk business, he's going to ask how you want to go about executing the partnership. Now you hit him with the teleseminar idea. If he isn't familiar with teleseminars, this is your chance to really win him over by explaining how easy they are to conduct and how he'll start seeing the pay off even *during* the seminar.

If he agrees to this, the rest of the process gets sorted out in the details.

“5 Quickest Ways To Massive Windfalls Of Cash Online”

I'd really like for you to see the power in this method. So, I'm going to bring the point home one last time by giving you an *example* of how the conversation should run:

“Hi, is this Joe?”

“Yes”

“Hi Joe, I'm Eric. I know your time is valuable, so I'll get right to the point. I'm sitting here at my computer looking at your web site, www.hiswebsiteaboutdating.com and I really like what I see. I'm hoping you have a few moments to chat with me about your site? [pause]”

“Thanks! Sure, I've got about 20 minutes free.”

“Great! I noticed that you've received some very positive feedback on your e-book. It strikes me just how deep of a need you fill for your customers. I'm also an e-book author. In fact, I just completed a book that teaches people how to overcome their most common dating dilemmas – things like what to do when your date doesn't call you back or how to meet people in places outside the bar scene. I believe your customers would really enjoy having that type of information as they get back into the dating pool and learn how to date all over again. [pause]”

Here, you're waiting for a sign of positive feedback. Ideally, you'll hear 'Joe' perk up and agree with you.

“Yes, that's true. My book covers subjects like how to date effectively when you have children you can't leave at home, and how to deal with all of the social mores that changed while people were married.”

“That sounds good. It also sounds like we might have a real synergy between our two products. Each one fills in the gaps where the other left off. Joe, if you're open to it, I'd like to propose that we conduct a venture together. I think your customers would truly benefit from the information in my book. Now, since this book is brand new, I haven't built up my own list of customers yet. That's where you would come in. I'm prepared to give you 60% gross profits on the sales of my book if we can work out a way to get it in front of your customers.”

“I'd love to! How do you propose we go about that?”

“Well, I'm interested in doing a teleseminar. If we can get your customers to dial into a conference call, we can spend an hour or so discussing their dating dilemmas. We could take their questions in advance, and I'll spend the entire hour answering each and every one of them. All I need from you is the promotion of the teleseminar to your list, and a bit of assistance on the technical resources for setting up the call.”

I'm sure you can fill in the blanks for how the rest of the conversation should go...

“5 Quickest Ways To Massive Windfalls Of Cash Online”

If Joe is an opportunity and profit-minded guy, he’s going to take you up on the offer. Now, you have a joint venture and a teleseminar in the works to bring you a quick cash windfall – and all you had to do is pick up the phone!

Well there you have it...

Five quick and easy methods to generate windfalls of cash online!

It’s really amazingly simple, isn’t it? Every tactic is really just a vehicle of delivery for an idea. Your profits begin in an idea which spawns market research. This spawns an analysis of the best approach for delivering your idea to buying public. Put any one of these methods to good use and I promise that you will finally get a taste of what it’s really like to succeed wildly online.

To Your Cash Windfalls!

Ewen Chia
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