



The New Web 2.0 Version

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How to Use This Book

Read this book for the first time as you would any other book. Enjoy it. Don't try to remember everything. Just absorb the concepts. The second time you read the book is the time to make notes and apply the information. Please allocate yourself time alone, make notes, and ask questions if you get stuck.

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Chapter One



Doom and Gloom

There certainly is a lot to worry about these days. None of this will be new to you unless you have been locked up the last year or so.

Talk of Recession

There's a ton of talk that we're moving toward a recession. That's right -- a recession. Isn't that horrible? With talk of a recession in the United States and the related spillover into the Canadian market growing, "Recession" is no longer the taboo word on Wall Street (USA) and Bay Street (Cdn). It's being tossed around like confetti.

Are we really in for a recession? Remember 'trickle down economics'? This shaky little "down turn" is the reverse side of it. The big guys get hit first, but it trickles down to everyone eventually. If it hasn't trickled down to you, use the time to be ready if/when it does.

I will show you how there is no such thing as a recession online. Money can and is being made 24 hours a day, 365 days a year worldwide.

Foreclosures due to Subprime Mortgages

With more than 446,000 properties entering the foreclosure process at the end of the third quarter of 2007 due in part to the proliferation of sub prime mortgages.

The lingering effects of sub-prime lending on financial stocks, \$100 oil, the falling U.S. dollar, declines in house prices, slowing auto sales, presidential elections, international conflict and a host of other worries have co-conspired to weigh heavily on the markets.

The world's largest brokerage firm took almost \$15 billion worth of write downs from bad sub prime mortgage bets and recorded its biggest quarterly loss since being founded 94 years ago.

Largest bank in the United States, recently reported a quarterly loss of almost \$10 billion, the largest in its 196-year history. There is also increasing evidence that mortgage delinquencies are spilling over into credit cards, home equity loans, and other areas.

Making money online will certainly help avoid a home foreclosure; bankruptcy and you will not see the effects of a recession.

Are we really in for a recession or will the economy steady itself with a little help by the fed and get back to normal? The fact is that nobody knows, so it only makes sense to be sure we're prepared.

When a recession hit in the 1980's I personally was not prepared and positioned for it. I suffered financially and mentally stressed for years. It took me years to recover. Next time a recession hit I vowed this would never affect me again. This time around I saw the signs early and did something about it.



Baby Boomers

Every day, some 10,000 people in the U.S. celebrate their 50th birthday. These baby boomers and are expected to live longer and more actively traveling, working, hiking than any previous generation. They will want more income in order to do all the things they want to do.

There are endless job opportunities for Baby Boomers on the internet. I Will show you how to make more income and spend less time doing it.

Retiree's

More and more seniors are considering work even after the typical age of retirement. The problem, though, is that returning to the work force is not a joyful prospect. Many would rather compromise and live on a smaller budget than put up with the 9-to-5 routine again.

The internet does not care how old you are and there is no such thing as a retired internet entrepreneur.

How does this all affect you?

What should you do to prepare if a recession, specifically a prolonged recession, hits? It's quite simple: You should prepare for the possibility that you could lose your job.

In a recession, companies often scale back operations as sales lag, and jobs are often one of the things to hit the chopping block.

This could happen whether you are in your 20's starting a career, 30's to 40's what you thought was a comfort zone in your career or in your 50's trying to get those last years in until retirement. Or being on a fixed income.

To prepare for this:

1. Keep your ear to the ground and make sure the first you hear of your job loss isn't when your boss calls you to the office to deliver the bad news.
2. Pull back your spending and boost your emergency fund. Don't have one? Start one immediately.
3. Find a way to increase your income while costing you little or no money.

I know what you're thinking.....

1. Business has been slowing down at work for month's now and job losses are already taking place.
2. I have pulled back my spending for month's now and my so called emergency fund is non existent.
3. Finding a way to increase my income while costing me little or no money? Impossible, I don't even know where to start.

Well I do and I have been doing it for some time now. And now I will show you how to do it too.

Chapter Two

Introduction



Have you always wanted to make money online?

Not too sure how? If someone today were to tell you that you can start your own online business that would go beyond the traditional geographic boundaries without needing a large cash outlay, would you believe him?

You better, because as change occurs in all other aspects of life, so does change happen in how people do business. The new business model with very high potential today is found on the internet.

Some people may ask why start businesses on the internet instead of in the “real world”?

*Let me throw the question right back – **why not start a business online?***

Advantages of having an online business

Perhaps the biggest edge an online business has over the traditional business is the target market. Through the Internet, you are selling your product or service to anyone in the world. Your potential clients can be anyone from anywhere, as long as they have an Internet connection. This means that compared to the traditional business setup, your market can reach up to billions of people! The world is your oyster.

Today you can do business from anywhere. Your home, cottage, mobile home, on holidays, you name it! Now you can even do business from your phone, with a blackberry, iPhone etc.

Another big advantage is the cost to you. As the saying goes, you can't earn money without spending money.

With an online business, however, you can make money with the smallest possible amount of cash outlay. In some instances, you can even start a small online business without spending any cash!

Next are operating costs. You don't even have to spend a large amount of money on operating costs. That means that the money you earn through your online business will mostly be profit! Compare this to the traditional business setup where rent, utilities, and other expenses can easily eat up thousands of dollars a month.

Another thing an online business has going for it is advertising. Through the Internet, promoting your business is an easy task. Customers find it easier to click and view your products and services as compared to the traditional means of advertising.

You can even make more money while you are at it and I will walk you through this process.

When running a traditional business, chances are you have to commute to your shop everyday. With an online business, you can run everything from the comforts of home. This also cuts down on your costs. Heck I know an internet marketer who works from home most the time in his pajamas!

And the best of all and most important as far as I'm concerned is that you will have more time for yourself and your family. That's Number ONE in my books that drives me to success as a online entrepreneur.

Being your own boss may carry with it more responsibility but it also gives you control over your time and decisions. Most everything will be up to you, giving you flexibility and a whole lot of options.

My Success Online

I started earning income from the internet in the year 2002. I launched an online business to help off set sales from my existing company during seasonal times when business and sales were slow. That and we were looking at a very tough winter financially if we didn't do something about it.

We got started pretty much out of desperation and definitely NO MONEY!

And that's just what happened; we now created a business with sales 12 months of the year. **That was until 2 years later when the internet business grew an astonishing 223%**! I chalked it up to a rather good year and maybe a one time thing. But low and behold 12 months later at year end we did it again, this time and 265%. **That's 488% increase in 24 months.**

I realized then that there were so many more opportunities to make money online than in my offline business. Well that's enough about me, are you ready to get started? You must be or you would not be reading this right now.

Here we go.....

HOW TO START A BUSINESS WITH LITTLE OR NO MONEY!

The New Web 2.0 Version

Chapter Three

Designing Your Website

I've heard many small-business owners say they think they "should" get a Web site. They're not quite sure what they will do with it, but they have been told they should have one. In most cases, they're right.

A Web site can be an important marketing tool for almost every small business. Mostly they provide a more cost-effective way of communicating, and widen your horizons to a global community.

Here are some tips on website design:

Don't use unnecessary words or phrases on your site. You only have so much time to get your visitor's attention and interest; make every word count. Don't make the mistake that everyone will totally understand your web site message. Use descriptive words and examples to get your point across.

Be sure to create unique, substantial, fresh and informative content to your website. This is going to keep the search engine spiders coming back to your site. Excellent quality of your website's content makes your visitors stay to your site.

Write your strongest point or benefit more than once. You should repeat it at least 2-3 times because some people may miss it. Use plenty of headings and sub headings.

Avoid loading your web site with a lot of high tech clutter. Your visitors may miss your whole sales message.

Brand your website so that visitors always know they are on your site. Use consistent colors, logos and slogans and always provide a 'Contact Us' link on each page.

Ensure that each page on your website has appropriate titles and keywords so that your customer can find their way back to your site if they lose the book mark.

Be creative, use words that create emotion. People will have more interest in your products and services when they are emotionally attached.

Also up for consideration;

Create a Newsletter

It's really quite easy to send out a newsletter by email every month. All you need is content and a mail client. You can collect names easy enough by having an opt-in box right on the home page of your web site. Then make sure you provide quality information to the people who receive your newsletter. This will keep people reading your newsletter and it will also keep people coming back to your site.

Consider holding a contest

It is a great way to get new visitors and return visitors as well. You can publicize the contest and then have people submit something to your site. Then they will probably tell their friends (viral marketing) who will also visit your site and enter the contest. If you will be selecting winners and posting the winning entries then people will check back in order see or read the winning entries.

Your business' Domain Name

It is your Internet address (URL). Can and will be a valuable marketing and branding tool. So you and/or your web designer need to make sure you have the best, most memorable domain name possible.

Domain names are no longer just a web address these days. Many profitable companies have been built around their domain name making it the brand and the company. Choosing the right domain should be as important as naming your product.

And once you have the right domain name for your business Web site, be sure to sign up for automatic registration renewal to insure that you don't lose the Web site domain that you have worked to secure.

Selecting a Web Hosting Service

Your web hosting service is the gateway to your online business and it's the very actions that take place after your visitors click on your link that will determine your success or failure as an online marketer.

You need to ensure that your visitors gain an unforgettable first impression when they first arrive at your website, and the very best way to impress them is to make sure that you have a web hosting service that can deliver a high level of quality and professionalism.

With this in mind, selecting a reliable web hosting company is not a job you should take lightly. Generally speaking, you get what you pay for and selecting a web hosting

service is no different. In fact, it can be the difference between the success or failure of your online business.

When you're running an online business, you have too many other things to concentrate on and the last thing you need is to be wasting valuable time running around trying to resolve your web hosting issues.

Here is what's available to you:

Free Web Hosting Service

Sure, you'll get a couple of megabytes of storage space for free (if you're lucky), but your visitors will have to put up with slow servers, customer support will be non-existent, you won't be able use your own domain name and you won't have access to any of the web hosting features you'll need to run a successful online business. In short, unless you're running a Mickey Mouse business, you should avoid these like the plague. Don't get me wrong, a free web hosting service has there uses, but definitely not as your PRIMARY web host.

Budget Web Hosting Service

You'll get exactly what the name suggests, a budget service. Sure, you'll get the bare essentials, but that's about it. You'll have little or no real customer support to deal with any issues, unreliable quality and you won't be taken seriously by your visitors as you will only have minimal features. Not only that - but the more your business grows, the more you'll realize that the services you really need to grow your business further are not available with budget hosting accounts.

If you've got a "don't really care because it's only a part-time business" attitude, then a budget web hosting service is probably your baby. But if you want to be seen as a serious contender and are looking to make real money online, then you need to be looking for something with a little more oomph!

Professional Web Hosting Service

This is where the money's definitely at! A professional web hosting service can provide loads of storage for your online files, fast servers, live support and all the features you need to be seriously successful.

If you want to be a serious contender online, then we fully recommend using only a professional web hosting service as your primary service. While this may be fairly obvious, if you spend a few minutes surfing the net you'll see that a majority of marketers still aren't using a professional web hosting service. This is severely impacting their ability to take full advantage of the potential of the internet and as a result their business is suffering!

A professional web hosting service doesn't have to cost you a fortune and if you search

long enough you will be able to find quality professional web hosting services at very affordable rates.

I recommend the following for websites and web hosting services;



Bluehost

From the business owner to the individual who desires full functionality on a small budget, Bluehost provides your complete web hosting solution. View a listing of what we offer below or try our services for yourself by accessing our online demo site.

You don't have your own web address yet?

That's okay! They will help you get started on the web by setting you up with:
Free Domain Name * Site Promotion Package * Free eCommerce/Cart
Free Blog, Forum, Board * Top Notch 24/7 Support
\$50 Free Yahoo Credits * \$50 Free Google Credits

You already have a domain name or web site?

Great! They will you setup your domain to work on Bluehost and more...
Help With Domain Setup * Site Promotion Package * Free eCommerce/Cart
Free Blog, Forum, Board * Top Notch 24/7 Support
\$50 Free Yahoo Credits * \$50 Free Google Credits
Sign up for Bluehost <http://www.bluehost.com>

Chapter Four

How to Accept Money Online

In online business today, accepting credit cards is a must. Consumers enjoy both the convenience and the security of buying with a credit card.

In the old days, to accept credit cards, you needed a merchant account through a bank. But now there are a number of services that will let you accept credit cards online without your own merchant account.



[Paypal](#)

Probably the most widely used service, with more than 50 million users. Paypal is a great way to get started accepting credit cards. PayPal is available in 45 countries and in five currencies. Each quarter, PayPal processes billions of dollars in online payments for merchants of every type and every size.

PayPal enables any individual or business with an email address to securely, easily, and quickly send and receive payments online. PayPal's service builds on the existing financial infrastructure of bank accounts and credit cards, and uses the world's most advanced proprietary fraud prevention system to create a safe, global, real-time payment service.

Consistently ranked the number one personal finance site according to Nielsen/NetRatings, PayPal has quickly become a global leader in online payment services, with more than tens of millions of registered accounts worldwide.

In addition to online buyers, online retailers, online businesses, and eBay sellers, traditional offline businesses continue to discover the convenience of using PayPal.

[Start Accepting Credit Cards Today With PayPal - PayPal](#)



[Currency Exchange](#)

This is the XE.com Universal Currency Converter ®, the world's most popular currency tool. You can perform interactive foreign exchange (FX, or forex) rate calculations, using live, up-to-the-minute currency rates.

To start, simply type the value of currency to convert in the amount box. Select the source and destination currencies using the scrolling selection boxes. For ease of use, the top ten currencies sorted by popularity are listed first. Next are the top 85 currencies sorted by country's name.

Building your Blog(s)

Your blog is just as important as your website, if not MORE important. Your blog is whatever you want it to be. In simple terms, a blog is a web site, where you write stuff on an ongoing basis.

Businesses of all sizes are beginning to realize the advantage of blogging and how that activity can increase their rapport with clients.

If used and designed properly a blog can help you manage your website and leverage your existing content for better business visibility.

Using a blog with your business can be used in a variety of applications. Started as a simple personal journaling web application, a blog can quickly mature and evolve into a business and marketing tool that some of us can't live without.

Blogging can be a very profitable area of Internet marketing. Because it's the best way to effectively market on the internet and start making the money you really deserve.

What can a blog do for your business?

Position yourself as an expert in your niche. Regularly post about business events, share thoughts, new innovations or even provide customer service. Up to date articles would definitely keep visitors checking back to your website for more.

They would be convinced that you are already an expert in the market niche where you belong because of the updated and interesting articles that you provide.

Once you have a blog up and running, you can immediately start generating income from with Google AdSense and other types of contextual advertising.

Capture leads. Engage them with content, delivered regularly through blogs, RSS feeds and e-mail.

Offer your readers free articles that have good quality since visitors are always looking for quality information for free.

The trick is to create great content that people enjoy so much they return to your blog and website time after time. This increases the conversion ratio of your site as well.

I recommend the following blog hosting services:



Word Press

It Takes Seconds and is Free! You can get a blog started in less time than it takes you to read this sentence. All you need is an email address and a name. You can blog as much as you want for free, your blog can be public to the world or private for just your friends, and their paid upgrades are completely optional.

Categorize and Tag Your Posts

WordPress.com includes an easy system which [allows you to categorize and tag your posts while you write](#) them. They automatically create archives based on your categories and add them to their global tag system and their tag surfer, so you get extra traffic as other people interested in the same topics as you will [find your post](#) and leave comments on your blog.

Spell-check, Previews, Autosave, Words, Photos, Videos

Their built-in rich text editor makes it easy to create great looking posts. You can upload your own photos or easily include images from other services like Flickr or Photobucket. You can even embed videos from places like YouTube or Google. To keep you from looking too silly, they include an inline spell-checker that makes it easy to proof your posts.

They also have a preview feature that shows you exactly what your post or page will look like before you publish them for the world to see. Finally they know how frustrating it can be to lose hours of hard work, so every minute when you're writing a post they save it to the server to keep your post safe in case your computer crashes or something else happens.

Import from Blogger, TypePad, LiveJournal, and More

If you already have a blog elsewhere and would like to move it over to WordPress.com, we provide several import options that can import posts and comments.

Manage Regular Pages, not Just Blog Posts

WordPress.com has a feature called "pages" which allows you to easily create web pages. For example, you could add an "about me" page with your biography, and a link to that page would be automatically added to your sidebar.

And much more, check out WordPress.com today.

One Way Link Building

One-way links are links to your site from sites which do not receive a link from your site. They send a powerful message to the search engines, that your website is so valuable or interesting or useful that other sites want to tell people about it.

One-way links are wonderful things to have because they increase your link popularity, the number of pages linking to your site.

Search engines such as Google, Yahoo and MSN place huge importance on link popularity when ranking your site. You can also receive direct traffic to your site from people who click on the links.

Link building drives the most number of traffic to your site. The more you create one way links, the higher you get traffic to your site. How can we be assured of this? Link Popularity refers to the number of incoming links pointing to your site from other sites.

So that means, when you have left many links as you can to as many sites associated to your niche, you will just be amazed how traffic to your site increases extremely.

But be sure that you leave your links to the same niche that your site belongs. It is also very important that you consider where market niche you leave your links.

Ways to get one-way links:

Create a useful, interesting web site and other sites will naturally link to it. Submit your site to major online directories in the appropriate category.

Hunt for sites that complement yours and ask them to publish your articles.

Submit articles to article directories. Publish articles on your site and invite other sites to publish them on their sites, with a link to you.

Write testimonials for products you love. Companies often post testimonials on their site with a link to the submitting site.

Locate industry-specific directories and submit your site to them. For example, if your site is on a boating topic, look for boat-related directories.

Give away free ebooks and white papers that contain links to your site. Submit your free ebooks to ebook directories.

Create a blog and get it listed in blog directories. Join business associations which list their members' sites online.

Locate a popular site in your niche which would appreciate having you as a regular columnist. Write tips, lively commentary, product reviews, or whatever topics suit your niche. Syndicate your material to other sites.

Create a content syndication feed (RSS feed) and include a link to your site.

Use gimmicks. If people see something odd on a website, they'll often tell other people about it. You can also alert newsletter publishers and suggest they mention your gimmick in their newsletter.



RSS Feeds

RSS (Really Simple Syndication) is a family of web feed formats used to publish frequently updated content such as blog entries, news headlines or Podcasts. An

RSS document, which is called a "feed," "web feed," or "channel," contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with their favorite web sites in an automated manner that's easier than checking them manually.

RSS feeds are the fastest growing way to promote your site. Submit your blog or other rss feed to directories will help to drive traffic to your site and blog. Use a rss feed submission service to send your information to multiple rss sites at one time.

I recommend the following RSS Feed submission services;

[Feedssubmitter](#)

[The Yahoo! Feed Database](#)

[millionRSS](#)

Chapter Five

Social Networking

Focuses on the building and verifying of online social networks for communities of people who share interests and activities, or who are interested in exploring the interests and activities of others, and which necessitates the use of software.

Most services are primarily web based and provide a collection of various ways for users to interact.



Facebook

Is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet. Free to join.



Myspace

Create a community on MySpace and you can share photos, journals and interests with your growing network of mutual friends! See who knows who, or how you are connected. Business people and co-workers interested in networking.

Forums

Discussion forum is probably one of the greatest ways to create interaction between you and your website visitors. You can build a reputation for your company. Take advantage of online forums and online communities.

The great thing about forums and online communities is that you can target a certain group that fits the certain demographic that you are looking for. You can discuss about lots of things about the niche that you represent or offer. Another great advantage is that you know what you are getting into and you will be prepared.

Be sure not to create a spam when you join into forums because it won't help your site to get any traffic. When you make quality posts, the forum moderator or administrator is going to allow you to include your signature after your post including your ad.

People would be happy to click through your link and look at your website with an open outlook because you were able to post good quality of posts in the forum.

[Do a search on Google for forums that suit your market niche.](#)

Social Book Marking

Driving Traffic to your website or Blog

Every webmaster's quest is to drive more traffic to their websites and blogs. One of the easiest ways to boost traffic to your websites almost instantly is through social book marking.

Social book marking websites are becoming more and more popular. They allow you to register a free account with them and store your bookmarks and tags.

Visitors search these sites for information on a topic by keywords or tags that you, the registered user, have created. Most sites rank your websites based on the number of bookmarks to your site. So, the more bookmarks you earn, the higher your site is ranked.

Driving traffic to your websites and blogs increases net exposure and ultimately your sales as well. As you can see social book marking, is something that you absolutely **MUST** incorporate into your website/blog marketing campaign.


The advantage comes from the fact that it is one of the most effective ways to get quality inbound links.

You will get direct traffic from book marking, but your main aim is to woo search engines which love websites that have inbound links. Google calculates the importance of a website from the number of links to the website.

You'll be surprised at how much serious web traffic you can generate using these two simple methods.

I recommend the following Social Book Marking hosting services;

StumbleUpon

Helps you discover and share great websites. As you click  Stumble, they deliver high-quality pages matched to your personal preferences. These pages have been recommended by your friends or one of 4 million other web surfers with interests similar to you. Rating these sites you like (👍) automatically shares them with like-minded people – and helps you discover great sites your friends recommend. Free to join.

del.icio.us

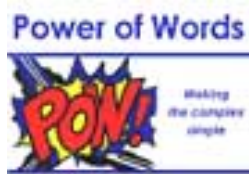
You can use del.icio.us to: Keep links to your favorite articles, blogs, music, reviews, recipes, and more, and access them from any computer on the web. Share favorites with friends, family, coworkers, and the del.icio.us community.

On del.icio.us, you can use tags to organize and remember your bookmarks, which is a much more flexible system than folders. <http://del.icio.us/>

Socialmarker

Social book marking is a powerful tool in promoting a website. But going through all of those social book marking sites is very time-consuming and downloading all toolbars is madness! That's where SocialMarker.com comes in, the free service designed to reduce the time and effort needed to socially bookmark a website.

It can help you spread a link on 32 of the best social book marking sites in under 15 minutes! It helps you get a lot of back links. It helps you increase your traffic. Your link gets indexed by Google in a matter of minutes. Best of all, it's free!



Article Publishing

Publishing articles in online publications and resource websites is an excellent strategy for attracting qualified visitors to your site and increasing your link popularity. In fact, this method has so far been the best way to get visitors to contact us about our own services.

One of the cost effective methods of marketing today is submission of your informative articles online. Various websites and ezines are there in hunt of worthy content related to their theme. Therefore submitting articles on them provides one way link to your website which is highly valuable and required for your website SEO.

Hub Pages

Is the leading online publishing ecosystem with easy-to-use publishing tools, a vibrant author community and underlying revenue-maximizing infrastructure.

Hubbers (Hub Pages authors) earn money by publishing their Hubs (content-rich Internet pages) on topics they know and love, and earn recognition among fellow hubbers through the community-wide Hub Score ranking system.

Hub Pages provides a search-friendly infrastructure which drives traffic to Hubs from search engines such as Google and Yahoo, and enables hubbers to earn revenue from industry-standard advertising vehicles such as Google AdSense, Commission Junction and the Amazon Affiliates program.

All of this is provided free to Hubbers in an open online community.



E-zines

Writing articles that are related to your niche is also an excellent way to direct traffic to your site. You can submit the article to e-zine article websites and place your site in the signature line of the article. Then when people read the article, they will click on the link to your site in order to get more information.

Focus your articles on information the targeted readers and e-zine publishers want. They will get published more often, which means free publicity. Design your e-zine so it creates multiple free advertising streams. Ask readers to forward it to people they know, offer ad trades, etc.

Allow your visitors to subscribe to an update e-zine. Anytime you make changes to your web site they can receive an informative e-mail. Fellow email publishers, marketers and email list members will vote, rate and comment on the quality of your e-zine.

[Net Top 20](#)

The E-zines Net Top 20 brings you the pick of the most popular and highest-rating e-zine directories on the Net today. It gives you access to the world's best e-zine directories, all from a single page. If you like this page you may also want to check out the other Net Top 20 directory listings which link you to the best on the Net in all the most popular categories. And they are all at the one easy-to-remember address:



Video Marketing

Many studies over the years corroborate the persuasive effectiveness of video. The Wharton School of Business showed that video boosts comprehension and retention by 50% over a live presentation.

Other industry studies have shown that video expedites buying decisions by 72% versus print. And that six times as many people prefer a video to printed information. Begin thinking about how to use video for marketing yours or someone else's product or service. Tens of millions of people watch short video clips that can drive targeted traffic to your web site. Video is the future of web marketing.

Why Video is so important:

The popularity of sites that deliver video is growing at a phenomenal rate. Why? Because we all know that videos are entertaining. Sounds simple, but hey, simple is usually the most effective.

Sites that offer video are retaining traffic, getting more bookmarks, getting passed around through social media sites and getting new traffic, all because they offer targeted entertainment to their audience.

By using and promoting video, your visitors are more likely to stick around, come back to your site, stumble it and refer others through a host of different avenues.

Everyone knows about the leaders in the online video industry.

[YouTube](#)
[Google](#)
[Yahoo](#)

Also consider;

[Flixya](#)

Flixya has grown from a dedicated and loyal member base (all through word of mouth) and has quickly evolved into a thriving social media community.

They set out to offer a platform that changes the way people think about social networking and goes beyond video sharing. A social networking platform that pays members 100% ad revenue. That's right, I make money on this website and you can too.

Chapter Six



“The fortune is in the list”

Autoresponders

It has and always will be easier to sell to an existing customer who has purchased from you in the past, rather than a new customer. It is no different with an online business.

Using an autoresponder system makes it possible for people to enter their name and email address to a form on your website in exchange for what ever product or service you may be promoting.

The whole point of an opt-in email list is to attract people who subscribe demonstrating that they are prospects for what you offer. Their request for information signifies this. Using a double opt-in list is extremely important for keeping the quality of your email list high.

Also if your website provides news, updates, and other various forms of information this is the best way to offer that, for example sending your list a weekly e-zine or news letter.

Along with an autoresponder, you also have access to the broadcast feature. Broadcast messages are messages that you can compose and send to your entire list automatically with one click. [Get Serious About Email List Building](#).

You can allow customers to 'opt in' to get discounts and special offers. Place a link on your site to invite customers to 'opt in' to get a monthly newsletter or valuable coupons.

When using any type of email autoresponder you must comply with the CAN-SPAM email laws. Therefore you should send a confirmation email request to those who opt-in to your list.

Innovative Ways to Use Your Autoresponder:

1. Collect leads with your autoresponder. You will get an e-mail digest of everyone's e-mail addresses who requests information from your autoresponder.
2. Publish a price list of all the products and services that you offer. You could also include order forms, product descriptions, and other sales material.
3. Publish free reports in autoresponder format. The reports should be related to your business or web site. Giving away free stuff will quickly increase your traffic.

4. Collect vital customer satisfaction information by publishing a survey in autoresponder format. This type of information will help you serve them better.
5. Instead of answering every question that's e-mailed to you, publish "Frequently Ask Questions" in autoresponder format. This will save time and money.
6. You could publish your testimonials or endorsements in autoresponder format if you don't have room in your ad copy. It's more effective to include all of them.
7. Provide back issues of your e-zine archives in auto-responder format. This will give your subscribers and web site visitor's easy access to them.
8. Publish your entire web site in autoresponder format. Sometimes visitors don't have enough time read your entire site. They could print it out and read it offline.
9. You could offer your e-book in auto responder format. Your visitors won't have to download it or have the software to read it right away.
10. You could publish the terms and conditions to any business transactions in autoresponder format. This could include return policies, purchases, refunds etc.

I recommend the following autoresponder services;



[Aweber](#)

Learn About the Most Reliable, Easiest, Cost Effective Tool to Capture Visitor sign Ups, Send Unlimited Follow Ups and Newsletters Increasing Your Profits.

Join Thousands of Others Who've Discovered AWeber's Unlimited Autoresponders, Follow Ups, Newsletters, and Toll-Free Expert Customer Service with 9+ Years of Experience.

Personalize your messages with each lead's name. Easily include limited time offers. Use pre-designed HTML templates to send messages with larger fonts, bold, colors, and images.

Create messages of unlimited length. Track click thru's and open rates automatically.

Include attachments such as ebooks or PDF's with your messages. Free training guides and videos.

<http://www.aweber.com/>

Viral Marketing

Have you ever heard or read the phrase “multiple streams of income” before? Do you know what this phrase means? For many businessmen, creating multiple streams of income online or offline is one way of securing themselves as well as their businesses in the future.

Establishing "multiple sources of income" is one of the most exciting opportunities available.

Imagine going to your postal mailbox to find a nice big fat check in it for your online efforts! Now let's bump that dream up a bit, and imagine that you go to your postal mailbox and find a nice big fat check for you online efforts EVERY DAY! You can do it.

Being involved in affiliate marketing is one of the most desirable ways to make multiple sources of income. It is because affiliate marketing programs come in various shapes and forms. There are a large number of affiliate marketing programs that you can sign on with and start gaining bucks right away.

In affiliate marketing, you can make money by promoting and reselling your affiliate products and by recruiting new affiliates. What's good about this is that you can find widest array of training materials that can enhance your marketing abilities. In affiliate marketing, you can be sure that there are genuine products to promote and sell and there is real income to make.

Either part time or full time, being an affiliate marketer is an excellent way to create multiple income streams by means of promoting products and services from web merchants.

Here, you can get affiliate commission without investing big bucks in making your own product and without worrying about book keeping, customer support and ecommerce.

All you have to do is to promote and resell the products and services in your site and pass on potential customer's the merchant's site.

Products and Services - What to sell and where to find them;

It's now easier than ever before to earn a fulltime living online and to make over \$100,000 a year. To be perfectly honest, it's a relatively simple process, but the message gets lost and over complicated amongst all the misinformation that's flying around on the net.

The simple fact of the matter is that the easiest and best way to make money online is to grab a product or service and then promote it to a niche market. It doesn't matter whether your niche is pontoon boats, bedroom decorating ideas or Joint Ventures; you need to promote your niche.

If you're serious about being successful and earning a full time living online, then you need a niche product or service of your own so you can directly target your marketing to your selected niche market!

If your new to making money online your not to late. To be honest, the true potential of the internet is still virtually untouched. There are literally thousands of new visitors to the internet every day and they're all looking for information to satisfy their growing appetite for knowledge.

We haven't even begun to tap the full potential of the net and as a result there's enough room for thousands more products and services online. As I mentioned above, this potential is enormous and you're about to discover how to cash-in on this huge potential.

I recommend the following resources for finding products and services;



[Clickbank](#)

Is the Internet's largest digital marketplace, where thousands of the web's most popular products are sold every day.

Setup is free, fast and you'll have instant access to over 10,000 products with commissions as high as 75%. You'll appreciate our fast & accurate tracking system and dependable payment services.

Here's a huge traffic secret...If you didn't know it already, Click bank is one of the premier marketplaces for digital products on the Internet. But what you may have not known is that the Click bank marketplace gets tons of traffic.

All you have to do is get a product in the Click bank marketplace to start getting traffic.

Leverage over 100,000 ClickBank affiliates to find customers for your own digital products and multiply your profits. Account setup is simple & fast.

[Sign up for Clickbank](#)



[Commission Junction](#)

The CJ Marketplace provides high rewards for publishers and extensive reach for advertisers while remaining the industry's most productive and only truly global network.

Drive quality results and extend your reach by partnering with affiliate marketing's most productive network of publishers.

Increase sales by complementing your customized affiliate marketing program with a fully-managed and integrated, comprehensive search engine marketing solution.

Maximize your revenue opportunities by developing sustainable relationships with top-tier advertisers. Perform and get paid for every sale and lead you generate.

For qualifying publishers, take your program to the next level with our industry exclusive solution for top-performers.



[Paydotcom](#)

Is a new online marketplace and will catalog thousands of products and services, both digital and physical products.

Promote products in our marketplace and earn commissions as a Paydotcom affiliate. Our members area will allow you to track stats such as clicks, sales, and conversions.

Sell your products and services through our online marketplace, and let Paydotcom take care of all your affiliate needs.

All while getting paid instantly to your PayPal account. [Sign up for Paydotcom](#)

Chapter Seven

How to Develop Your Niche Marketing Product

Creating your own information product or service is not hard. Everyone knows something about a particular subject. Whether it is boat canvas, selling a low sodium cook book or bedroom decorating ideas, you can easily create your own product based on your area of expertise.

During my early beginnings, I quickly discovered that the number one seller in the world was information. Almost every person who surfs the net is looking for information. But not just any information, they're looking for quality information targeted to their niche subject.

Knowing this, I made a decision that I would start an online marketing business providing specialized information. Now this niche market is, and always will be, super popular. But, it is also extremely profitable and if you get it right, you can make more money in a week than most people earn in a year.

Now, perhaps you already have a product or service in mind for your online business. If you have, then that's great! If not, here's an idea for you to consider...In the "information age" people are very impatient and they're willing to pay good money if you can save them valuable time by providing them with instant access to the information they're seeking.

You now have the opportunity to make money from an idea that you have stored away in your head all these years. Simple things that you have previously taken for granted now have the potential to earn your thousands of dollars.

With this in mind, think back to everything you have learned and start writing down everything you know. Once you have compiled all your facts and organized your thoughts, you simply need to convert the information into an e-book, report or audio file (so it can be digitally downloaded), create your website and then promote it to your niche market.

If you would rather create a viral marketing product, simply give away free copies of your e-book or report from your web site in return for your visitors email details. Then you can contact your visitors at a later date to promote other products using your new

autoresponder service.

This has proven to be one of the best viral marketing tactics on the internet and you can quickly build a large opt-in email list and swarms of targeted web site traffic using this strategy.

Find the Keywords You Need To Succeed Online

People use different words when they search for your products online. Use these keywords' in your website copy and people will find your site when they search. No matter what business you are in.

[Wordtracker](#)

Will tell you the words people use when they search and how popular each word is. With Wordtracker you will be able to Optimize your website content by using the most popular keywords for your product and services.

Generate thousands of relevant keywords to improve your organic and PPC search campaigns. Research online markets, find niche opportunities and exploit them before your competitors.

In short, your search engine ranking will soar, you'll get more visits to your website and more people will buy your products.

[Sign up for Wordtracker](#)

Ways to Sell Your Products Like Crazy

Turn your ad copy into a story or article. Your visitors won't be as hesitant to read your ad and will become more interested in your product.

Give visitors a freebie for filling out your online survey or they usually won't. Surveys will give your business valuable intelligence for your business.

Enhance the power of your ad copy benefits by using attention getting words, highlighting keywords, using color, bolding key phrases, underlining, etc.

Give your visitors tons of choices so they don't get the feeling of being controlled. Offer them a variety of ways to order, contact you, navigate, etc.

Put yourself in your visitor's shoes. Design your site for them, not for yourself. Create

your product around your visitors not because you would buy it.

Get free advice from successful online business owners. Participate in business chat rooms and message boards to chat with them.

Use your free bonuses to create urgency for your visitors to buy. Only offer them for a limited time with your main product.

Offer your customers extra add-on products at the point of purchase. For example, if they are buying a laptop computer try to sell a webcam with it.

Add multiple profits to your web site. If you're selling fishing e-books try to sell tackle, high end fishing line, fly-in fishing trips etc.

Squeeze Pages – 2-3 web pages

A squeeze page is a webpage that, when the visitor "lands" on it, he is asked to opt-in to some type of list in order to proceed further. On some squeeze pages, your only options are to opt-in or leave. On others, you are given a method to continue exploring the site without opting in.

A squeeze page is used to give your visitor a small overview of your website and what you are offering at the same time stimulating them to opt into your mailing list.

Squeeze pages usually consist of a web form used to gather information and relay it to your autoresponder. This will allow your autoresponder to send out preset emails to the person who has filled in their information.

Recently Google is starting frown on squeeze pages that are single page only showing little or no content. Your squeeze page should be a minimum 2-3 pages or part of your website and blog showing content of interest.

Your Squeeze Page is one of the tools that no marketer should be without if they are serious about their business. Testing and tracking is the difference between a business and a hobby.

Squeeze pages are easy to set up if you remember to keep them simple and understand the subscriber that you are looking for.

Make a simple opt-in form. Visitors do not want to take time to give information other than their email address and name. They may feel a little uncomfortable giving more information.

Remember to personalize your squeeze page. This is a very important step to building a relationship with your subscriber. It will also help you to encourage more people to sign up as they will trust you more.

Try to make the page a little personalized as well, to help your visitor have more confidence in you and want to join your list. If you use graphics make sure they are small and complement your message.

Cheap graphics will make your page look cheap and deter visitors from staying let alone subscribing. It is very important to keep your squeeze page looking professional. If you cannot find good graphics then it is better not to have them at all.

Follow these easy ways to build your squeeze pages, and you will draw many quality subscribers to your squeeze pages and build profitable lists. Squeeze pages are very valuable list building tools when you set them up right.

They are simple to do and will bring you many subscribers over time.

I recommend the following for designing your own squeeze pages;

[Squeeze Page Generator](#)

Instant Squeeze Page Generator is 100% FREE! Honest, there is no catch. You get the entire package... everything I described above, for zip, zero, nada! Join the site and in less than 5 minutes you will have access to the whole system. You get:

Creating these squeeze pages can't be made any easier. You point... you click... you are done! You don't have to know HTML, PHP, or anything more complicated than operating a web browser to design high-performing squeeze pages.

The templates have been designed and time-tested by professional marketers so you won't fumble around and make any rookie mistakes. The layouts are simply, what works today! [Sign up for Squeeze Page Generator](#)

[The Squeeze Page Templates System](#)

Visitors today are used to sophisticated websites. So when they come across a "vanilla-styled" squeeze page after being exposed to slick websites, don't you think yours may seem a bit 'home-made'?

There's a way that you can create eye-popping squeeze pages without any design skills. Don't worry, even if you're a complete beginner and don't know HTML, they got a link to a FREE HTML editor you can use to design your squeeze pages.

This product is the result of learning from several well known internet marketers who preach "the money is in the list".

[Sign up for The Squeeze Page Templates System](#)

Where to Sell Products and Services

Of course your website and blogs for sure. And I have also mentioned getting your products on Click Bank, Commission Junction and Paydotcom.

Here are a few of the most popular sites to sell as well:



Ebay

Founded in September of 1995, The World's Online Marketplace, enabling trade on a local, national and international basis. Their mission is to provide a global trading platform where practically anyone can trade practically anything.

eBay has a global presence in 38 markets, including the U.S with approximately 248 million registered users worldwide.

eBay users worldwide trade more than \$1,812. worth of goods on the site every second. eBay members worldwide have left more than 6 billion feedback comments for one another regarding their eBay transactions.

On an average day, there are millions of items listed on eBay. People come to the eBay marketplace to buy and sell items in thousands of categories from collectables like trading cards, antiques, dolls and house wares to practicals like used cars, clothing, books & CDs, and electronics.

Buyers have the option to purchase items in auction-style format or items can be purchased at a fixed price through a feature called Buy-It-Now.

People from all over the world buy and sell on eBay. The most expensive item sold on eBay to date is a private business jet for \$4.9 million.

[Ebay.com \(USA\)](http://www.ebay.com)

Ebay.ca (Canada)

eBay transactions account for one-quarter of the roughly \$5-billion (US) spent by Canadians in online purchases each year, excluding travel and groceries. Of the approximately 24 million Internet users in Canada, one in four is currently registered on eBay.

Canadians spent more than \$1 billion (US) on eBay in the past 12 months.

eBay is the number-one visited retail site in Canada and is visited by almost one out of every two Canadians online.

More than 33,000 Canadian sellers use eBay as a primary or secondary source of income. (ACNielsen International Research for eBay in May 2006)

About eBay Canada

eBay is the World's Online Marketplace™ with more than 248 million registered users worldwide. Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. eBay enables trade on a local, national, and international basis with customized sites in 38 markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever-growing online community. In Canada, eBay was visited by more than 11.1 million Canadians in September 2007.

<http://www.ebay.ca/>



Kijiji

Is a free, person-to-person buy & sell local community classified site. Here you can buy & sell new or used goods, look for a car or job, find local events, meet local people and lots more. Posting an Ad is completely free. And there is no charge if you sell your item on Kijiji. The site is totally free, no strings attached!

Kijiji is designed for local trading. Ads are automatically removed from the site 60 days after being posted. You can however remove your Ad from the site at any time or repost it after it has expired.

Kijiji (USA) <http://www.kijiji.com/>

Kijiji (Canada) <http://www.kijiji.ca>

Chapter Eight



Google

Google's mission is to organize the world's information and make it universally accessible and useful. Google's utility and ease of use have made it one of the world's best known brands almost entirely through word of mouth from satisfied users.

As a business, Google generates revenue by providing advertisers with the opportunity to deliver measurable, cost-effective online advertising that is relevant to the information displayed on any given page.

Thousands of advertisers use their Google AdWords program to promote their products and services on the web with targeted advertising, and they believe AdWords is the largest program of its kind.

In addition, thousands of web site managers take advantage of their Google AdSense program to deliver ads relevant to the content on their sites, improving their ability to generate revenue and enhancing the experience for their users.

Google provides so many free services to assist the online entrepreneur today. Google is a must for the entrepreneur whether you're a seasoned veteran or a newbie to the industry. [Google](#)

Here are a few of my favorites that I use on a daily basis:

What is AdSense?

Google AdSense is the program that can give you advertising revenue from each page on your website—with a minimal investment in time and no additional resources.

AdSense delivers relevant text and image ads that are precisely targeted to your site and your site content. And when you add a Google search box to your site,

AdSense delivers relevant text ads that are targeted to the Google search results pages generated by your visitors' search request.

The auction takes place instantaneously, and, when it's over, AdSense automatically displays the text or image ad(s) that will generate the maximum revenue for a page -- and the maximum revenue for you.

Becoming an AdSense publisher is simple. All it takes is a single online application. Once you're approved, AdSense takes only minutes to set-up. Just copy and paste a block of HTML and targeted ads start showing up on your website.

With Google's extensive advertiser base, they have ads for all categories of businesses--and for practically all types of content, no matter how broad or specialized. And since Google provides the ads, you have no advertiser relationships to maintain.

The AdSense program represents advertisers ranging from large global brands to small and local companies. Ads are also targeted by geography, so global businesses can display local advertising with no additional effort. And you can use AdSense in many languages.

Place a Google search box on your site, and you can start monetizing the results from web searches. Not only does this keep your users on your website longer—since they can search from where they are—it takes just minutes to implement. And you pay nothing to participate.

Start making money on your websites and blogs using [AdSense](#).

[Google Adwords](#)

Advertise your business on Google. No matter what your budget, you can display your ads on Google and their advertising network. Pay only if people click your ads.

You create ads and choose keywords, which are words or phrases related to your business. When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started - Google will help you create one for free. It's that easy!

Google AdWords offers you:

Now you can advertise to people searching on Google. Even if you already appear in Google's search results, AdWords can help you target new audiences on Google and their advertising network.

You can edit your ads and adjust your budget until you get the results you want. You can also display a variety of ad formats and even target your ads to specific languages and geographic locations.

There's no minimum spending requirement--the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

They provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget.

You're charged only if someone clicks your ad, not when your ad is displayed. Payment options vary by country and currency. Set your ads to appear only to people searching in a particular state, city, or region. Now it's easy to target online customers within, say, 25 miles of your front door.

Get noticed on Google Maps. People searching for information related to your business will see your location, contact information, and an image of your choosing highlighted on a map of your area. Start making money using

[Google Adwords](#)

[Google Notebook](#)

Is a free browser tool that makes web research of all kinds – from planning a vacation to comparison shopping to purchasing a car – easier and more efficient. It enables users to collect clips of web content in an online Notebook without ever leaving the web page they're on. Users can then add notes to their clippings, organize their notebooks into sections, and make their notebooks public for other users to view on the Google Notebook search page.

[Google Docs](#)

Free web-based word processor and spreadsheet, which allow you share and collaborate online. Create basic documents from scratch. You can easily do all the basics, including making bulleted lists, sorting by columns, adding tables, images, comments, formulas, changing fonts and more. And it's free.

[Google Trends](#)

With Google Trends, you can compare the world's interest in your favorite topics. Enter up to five topics and see how often they've been searched on Google over time. Google

Trends also shows how frequently your topics have appeared in Google News stories and in which geographic regions people have searched for them most.

With Hot Trends, you can see a snapshot of what's on the public's collective mind by viewing the fastest-rising searches for different points of time. You can see a list of today's top 100 fastest-rising search queries in the U.S. You can also select a recent date in history to see what the top rising searches were and what the search activity looked like over the course of that day. We update Hot Trends hourly. Google Hot Trends is a must for doing internet marketing.

[Google Maps](#)

Explore the world using interactive maps. Search for locations and addresses. Find businesses in your area. Get directions and check live traffic. Create and view personalized maps. Tour streetscapes and see 360° images.

Use Google Maps to mark your favorite places on your map. Draw lines and shapes to highlight paths and areas. This is a great tool for your website or blog.

[Google Analytics](#)

Make profit-generating improvements to your advertising and website using Google Analytics. Google Analytics offers a host of compelling features and benefits for everyone from senior executives and advertising and marketing professionals to site owners and content developers.

Paste the Google Analytics tracking code into each of your website pages and tracking begins immediately. Track and compare all your ads, email newsletters, affiliate campaigns, referrals, paid links, and keywords on Google and other search engines

Buy keywords on Google AdWords and use Google Analytics to learn which keywords are most profitable to your business. Find out where your visitors come from and identify your most lucrative geographic markets.

Chapter Nine



Joint Ventures

Joint ventures are where people or businesses come together to share knowledge, markets, and **PROFITS**. Joint ventures can take on various forms.

JV partnerships are based on a mutual win-win relationship.

Join other entrepreneurs like yourself and learn how to increase your sales through joint ventures without spending a dime!

Don't have a business? No problem! Become a Joint Venture Broker. Create streams of passive income without ever selling a product. Let us show you how!

Nothing to lose and oh so much to gain! That is the beauty behind joint ventures. Large companies have been using joint venture marketing campaigns for years because they know how effective they are.

Small businesses gain lead time, share expertise, and lower costs by forming JV's. Explore how to combine resources with other companies to gain additional business. Most businesses have limited resources and capital for growth. By formulating a joint venture with a solid partner, your company expands its sales force and distribution channels for little or no cost.

The great thing is that these concepts can be applied to any kind of business with much success as long as you keep an open mind and always continue to think outside the box.

Learn how to work less and get paid more. You don't need more employees and longer hours to earn more income. You already have all the tools you need. Let us show you how to work smarter NOT harder.

Advantages of using Joint Ventures in your Business:

You could offer your customers a larger variety of products or services. This will allow you to spend less time and money developing new products to sell.

Your number of sales people will increase because you're combining with other business. You won't have to spend time and money hiring new employees.

Your marketing and advertising budget will increase. When you form a joint venture with other businesses you both will share the advertising and marketing costs.

You can now offer your existing customers more back-end and up-sell products. This will increase your sales and profits.

Your business will gain a larger number of skilled people working on the same project. You will gain the knowledge of the other businesses employees.

You will be able to beat your competition by selling to a larger target audience. You will also increase the total number of existing customers you can sell your products and services to.

You can exchange endorsements with your JV partners. You'll add more credibility to your business and gain your potential customers trust to buy.

You can expand your business more rapidly. You can develop new products and services faster with a larger work force.

You'll be able to solve your customer's problems faster with a larger base of customer service people. You'll also learn new ways to improve your customer service from your alliance partners.

You'll have a larger number of "strategic thinking" people. This will allow both businesses to come up with profitable business ideas quicker than before.

Where I get my ideas and inspirations:



[The Big Idea, with Donny Deutsch \(CNBC-TV\)](#)

Donny Deutsch is the host... Your Daily Roadmap to the American Dream. The American Dream is doing what you love, and making millions... every weeknight at 10p/1a ET, Donny interviews everyone from budding entrepreneurs to Billionaires, discovering their secrets to success and showing YOU how to turn your idea into a BIG IDEA.

In 2005, Harper Collins published Donny's business motivation book, [Often Wrong, Never in Doubt](#), based on his career experiences. Reviews have called his writing "bold, funny and often irreverent."

MOMENT OF CLARITY

Business is vision, recognizing an opportunity, and having the guts to do what you love.

IS THIS A GREAT COUNTRY, OR WHAT?

We're celebrating the fun products and services in this country that are making money... the wacky way! Is This a Great Country, or WHAT?

The Big Idea's Elevator Pitch

Calling all entrepreneurs! If you're looking for an angel investor, our new segment "Elevator Pitch" could give you the chance of a lifetime! We're talking about REAL DEALS for REAL MONEY.

The Big Idea, Your Daily Roadmap to the American Dream.

[The Big Idea, with Donny Deutsch \(CNBC-TV\)](#)



[The Dragons Den \(CBC-TV\)](#)

Launching a business is no small task. Enter the Dragons' Den, where aspiring entrepreneurs pitch their business concepts and products to a panel of Canadian business moguls who have the cash and the know-how make it happen. They've all been there themselves, so you better not walk into the Den unprepared. It takes more than passion to convince these boardroom giants that your idea is worth their attention.

The Dragons are ruthless and rightly so – it's their own personal money on the line. They're fierce, sharp, to-the-point, and unapologetic. They're also some of the most successful and wealthy business people in the country. These Dragons know a good business opportunity when it stares them in the face, because they've all been there before.

So who are the Dragons?

Robert Herjavec, has lived the classic “rags to riches” story. The son of Croatian immigrants, he earned his incredible wealth by overcoming the odds with pure hard work and intuition. He remembers how his mother, who could barely speak English, lost the family savings to a smooth talking vacuum salesman. Since then, Robert vowed he would never let his family be taken advantage of again.

In the early 90's, Robert eked out a living waiting tables at a posh Yorkville restaurant. By night, he launched BRAK systems, his first technology company. BRAK soon became Canada's top provider of Internet security software worth a reported \$100-hundred million dollars.

Robert sold his company to AT&T in 2000. But that was only the start. He then helped negotiate the sale of another technology company to Nokia for \$225 million dollars.

W. Brett Wilson, With as much energy as the city he calls home (Calgary), W. Brett Wilson never gets tired of bankrolling the right deal. A gutsy negotiator with a surprising eye for detail, this big city player with small town charm helped turn a maverick startup into the energy industry's leading investment bank, brokering thousands of financing and M&A (mergers and acquisitions) deals worth over \$150 billion.

After being told by his first employer that he wasn't management material, Brett proved the doubters wrong, and translated his instincts for investing in the right people into major stakes in the energy, agriculture, real estate, sports and entertainment industries.

Known for his flair for throwing a great party in support of a great cause, Brett's is also one of Canada's most successful philanthropists, having given - and engaged others to give - tens of millions to nonprofit initiatives.

Kevin O'Leary, He's opinionated, he's ruthless, he hungers for big deals and loves to work. Kevin is Canada's best-known businessman turned TV investment superstar on BNN's popular investment show, Squeeze Play.

Kevin's success story starts where most entrepreneurs begin: with a big idea and zero cash. From his basement, he launched The Learning Company, which developed software to help kids learn to read and do math. In 1999, Kevin sold his company to the Mattel Toy Company for a staggering 3.7 billion dollars, one of the largest tech deals in Canadian history.

When he's not squeezing the markets from his office in downtown Boston, Kevin keeps in touch with his Canadian roots by escaping for a weekend at his luxurious Muskoka cottage that spreads over prime Canadian wilderness.

Jim Treiving

Jim is the man behind Boston Pizza, Canada's No. 1 casual dining brand. But his background wasn't always in pizza. Jim was an RCMP officer in the rough and tough streets of B.C. and Alberta. During a night shift in Edmonton, he sat down in the original "Boston Pizza and Spaghetti House."

By 1983, Jim and his partner bought the entire company and soon after expanded Boston Pizza across North America. Today Boston Pizza International Inc., one of Canada's 50 Best Managed Companies Platinum Club members, is a franchisor of over 240 restaurants throughout Canada and in 2005 reported over 500 million dollars in sales.

Arlene Dickinson, early in her marketing career, skillfully turned the glass ceiling into a floor. Today, she is one of Canada's most renowned independent marketing communications entrepreneurs, having grown her company, Venture Communications, into a strategic and creative powerhouse for a blue-chip client list, including Western Canada Lotteries, Toyota (Prairies), Unilever, Encana and Forzani Group Ltd.

Her accomplishments, vision and leadership have been recognized with a number of honours and awards. They include: PROFIT and Chatelaine magazine's TOP 100 Women Business Owners; the Pinnacle Award for Entrepreneurial Excellence; Global Television Woman of Vision; and Canada's Most Powerful Women Top 100. Venture was also recognized as one of the 50 Best Managed Companies in Canada for three consecutive years.

Check out the [The Dragons Den \(CBC-TV\)](#)



[Mad Money, with Jim Cramer CNBC-TV](#)

Watch the "Mad Money" TV show on CNBC, Jim Cramer can help you make money! Watch as money manager Jim Cramer guides you through Wall Street investing.

Jim Cramer believes that there is always a bull market somewhere, and he wants to help you find it. Cramer is host of CNBC's "[Mad Money](#)" (M-F: 6 p.m., 11 p.m. ET), featuring lively guest interviews, viewer calls and, most importantly, the unmatched, fiery opinions of Cramer himself.

He serves as the viewer's personal guide through the confusing jungle of Wall Street investing, navigating through both opportunities and pitfalls with one goal in mind -- to help them make money.

Check out the fiery Jim Cramer on [Mad Money, with Jim Cramer CNBC-TV](#)

I do stock market trading and have learned a lot from Jim Cramer's show and books. Even if you're not an investor, you can learn a lot of what's going on in the world today by following the markets. Especially in these troubled times.

Chapter Ten

Let's recap what you need to do:

Start your online business today, not tomorrow.....TODAY! In fact by reading this book you are already.

Designing Your Website, Select your business' Domain Name, Selecting a Web Hosting Service using [Bluehost](#)

Start accepting credit cards today using [Paypal](#)

Start building your Blog(s)

Start One Way Link Building

Start submitting to RSS Feeds

Start Social Networking with your blogs and using forums

Start Social Bookmarking your articles Driving Traffic to your website or blog

Start Article Publishing your content

Start using Video Marketing to promote your website and blog

Select an Autoresponder using [Aweber](#) or [Followup Mailing List Processor PRO](#)

Start Viral Marketing. Sell your products or services or someone else's. Register for free with [Clickbank](#) , [Commission Junction](#) and [Paydotcom](#)

Design Squeeze pages using [Squeeze Page Generator](#) and [The Squeeze Page Templates System](#)

Start selling on [Ebay.com \(USA\)](#) or <http://www.ebay.ca/>
Set up a free account today.

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Start doing [Joint Ventures](#)

This is a must for anyone doing business online. Contact us here at Community Joint Ventures, were always looking new ideas and entrepreneurs to do business with.

Recommended Resources :

[I have super gift for you today.](#)

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YES Added to Free Membership Sites
YES Can be Packaged with Other Products
YES Sell at Auction Sites
YES Offered Through Dime Sale Events
YES Offered as Free Bonus (including Email Opt-Ins)
YES Given Away for Free

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