AGAINST ALL ODDS

Secrets of starting at 15, achieving million dollars sales and financial freedom before 21

DESMOND ONG

Kanyin® PUBLICATIONS
Thanks to my parents who raised me to overcome any obstacles in life, thanks to my grandparents who raised me to believe in myself and thanks to my team at ChromaBit, for making this happen.
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#What’s Your Goal
#Pick A Niche Market
#Build Your Opt-in Page
#Driving Traffic
#That’s It!

Website Directories
INTRODUCTION
Before We Begin..

My name is Desmond Ong, and right before I decided to write this book, to tell you my story and tell you exactly how I found my success, I was thinking if this would work...

Would you read my story...?

Would you apply my methods...?

I wasn’t sure.

But I said, “Screw it!” and wrote it anyway.

See, life is all about taking actions.

Those who succeed took actions. Those who don’t take actions get left behind. Easy as that.

Remember that pretty girl or guy that you wished to be with, but you were maybe a second too late because another person ask him or her out first?

Same here.
The faster you take action, the faster you’ll see SUCCESS.

When you read my story... Read it as a fiction. Don’t take it too emotionally. It’s my life, and yes it’s controversial. And yes, it’s different.

When you read my method on making money online, I want you to write down notes.

If you bought this book as an eBook, print it out. Write notes.

Feel free to stick Post-It notes and scribble all over this book.

When I was writing this book, I asked myself...

“What’s the intention of this book?”

I asked myself this plenty of times over the months I spent editing and adding more details...

And finally I understand why this book is here... in front of your eyes right now.

As you read this book, you’ll understand why.

You’ll understand why exactly this book is going to
change your life for the better... **FINANCIALLY.**

I’m going to give you my system, my methods, what I am using... everything.

My goal with this book is to make sure you make at least enough to quit your full time job with my system. That’s it.

Before you continue on with this book, please go to [www.desmondong.com/bookbonus](http://www.desmondong.com/bookbonus) to claim your book bonus.

I’ve prepared a special bonus that you can get for **100% FREE.**

No catch.

This bonus is about **“Wealth Mindset”** setting.

I know it sounds boring already, but to get wealthy, the first thing you need to change is not your bank account... it’s not your website... it’s not your cash.

**It starts with your mindset.**

**You need to know how to think like a rich to get rich.**
Simple as that.

So make sure you go to that link to claim it now before I take it down.

You can also follow me at:

http://www.desmondong.com

(*my blog where I rambles*)

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(*my Twitter*)

http://www.fb.com/thedesmondong

(*my Facebook Page*)

I'll be constantly posting updates and free bonuses, so make sure to follow me there.

For now, keep reading this book and let it change your life for the better.

Regards,

Desmond Ong
CHAPTER 1:
NOW I’M HERE

“The only way to do great work is to love what you do.”
- Steve Jobs
I did it.

It was a definite moment of clarity in the fog of the evening’s festivities. A satisfied smirk crept across my face as I savored the thought.

As I left MGM’s exclusive Hakkasan club on that crisp Vegas night, I rolled one of the few sober thoughts I had around in my head like expensive cognac in a crystal decanter.

**Life was truly great, and it was all because of me.**

Most men go their entire lives without having a night like I had: a **$5,000 table behind the red ropes, top-shelf bottle service, a girl copied straight out of a magazine and pasted on my arm the whole night...**

I was truly living the dream. From my home in the VIP, I had a perfect view of how far I had come. I rubbed elbows with celebrities and socialites while shot after shot of premium vodka lubricated everyone’s spirits.

In a past life, I would have dreamed about getting the time of day from the busty cocktail waitress, now she lingered well after each round was brought to the table, thoroughly dazzled by my champion’s swagger.
Her sweet scent rolled gently around me as she bent close to compliment my fine Swiss timepiece in a charged whisper...

I was into it.

Enough so that I almost forgot about Miss Russian July parked on my lap, who was a bit jealous.

Oops.

These are the problems you have sometimes when you’ve truly made it.

The party went on well into the morning, but for me, there’s always another day to celebrate... Besides, you always want to leave them wanting more.

After a short walk back to my suite at Caesars’ Palace, I found myself wanting to check my affiliate account.

It’s a habit I have more than anything. It’s not like I had to check in with a boss or

#Affiliate

People who promote a business. They will be rewarded every time a visitor, customer or sale is generated through an advertisement on their website.
put in any work after such an amazing night.

When you have your revenue streams set up the right way, you can be confident the dollars are rolling in no matter what you’re doing... and that includes whatever the hell you want.

Regardless, I never go to bed without checking on my baby. I tried the wireless at the hotel only to find out there was a $20 fee.

Of course, if you were in a coffee shop or bookstore and found out it cost 20 bucks to use the Wi-Fi, you’d be tempted to pack up your latte or novel and tell them exactly where to shove their modem. As an everyday person, I think it’s a total rip-off.

However, as a revenue stream creator myself, I had no space to knock the hustle. I quickly made the investment and logged in to find $1,250 new dollars in my account... All while I was out loving life instead of in some office hating it.

It’s nice to make an average of $125 for every shot of liquor that rolls down the tight young body of some poor man’s daughter into your mouth on a given evening.
As I started to wind down from the night of a lifetime, my mind began to wander to my schedule the next day behind my closed eyes. Maybe I’d sleep until noon or later.

Maybe I’d head on over to Fashion Mall and blow a few thousand for fun. Maybe I’d stay in my suite and watch the cooking channel, find a good hangover recipe to custom-order from room service.

Either way, I’d be making more money than most people do putting in 40 hours a week. Obviously, I was doing something right.

Satisfied with the night’s results, I settled into the kind of sleep only a person who controls his destiny can truly enjoy, dirty shirt and all.

Knowing that the man responsible for your success is in the mirror is a high you can never buy, a priceless feeling many people have died trying to achieve…but here I am with the rest of my life ahead of me to enjoy the fruits of my labor.

The only thing more intoxicating than a night’s worth of body shots courtesy of a Russian pin-up girl is the feeling of success that being self-made brings…although, the attention is a nice perk.
I’ve had all kinds of women, tall, short, fake tits, real tits... If there’s a kind of woman I haven’t been with, I either don’t want her or they haven’t invented her yet.

Let me let you in on a little secret that may seem kinda obvious to most people: chicks dig a winner.

Oh, they’ll tell you they want nice guys who will hold them in their arms as they fall asleep, but they won’t tell you they’re so tired because of long nights with guys like me.

Nice guys finish last... I was done with her already.

A lot of men have problems attracting females, I have trouble keeping them away long enough to think.

They can smell a winner from across the club.

They’ll come find you, and from there it’s up to me to decide which ones I want as part of the private entertainment later that evening. It’s just part of the lifestyle.

Being a success is like sitting at the cool kids’ table as an adult...damn near every man wants to be you and just about every woman wants to be with you.
People just want to be seen with people worth seeing, and a lot of the ladies I come across in my “work” (I have trouble calling it that because it doesn't seem that way) will do anything—and I mean anything—to shine in my light for however short a time.

I can hardly blame them...who wouldn’t want to live this way? I’m glad I could get here on my feet and not my back.

I find my position in life especially sweet because I did it my way. As you may notice, I come from an Asian family—a very traditional one at that.

The “Tiger Mom” effect is very real for us, and for generations a formal education has been held up as the beginning and end of any discussion relating to having a decent life.

Think of how important your parents said it was that you brush your teeth every day. Now multiply that by 10, and you have the predominant attitude toward attending college in my culture.
It’s not like in America where grooming for college doesn’t really start until at least 9th grade, I and most other kids I grew up around were forced into prep courses and practice exam books while I imagine others were out playing baseball, flying kites or whatever it was kids are supposed to be doing.

I watched a lot of the people crack under the pressure.

My mother and many other family members spent decades drilling into my head that the only way I would have a job without a paper hat is to go through a traditional four-year college and get my degree... You know, go by the book.

You know the problem with going by the book?

Everybody’s got the same book now, and it’s outdated.

Sure, once upon a time, a college degree was a virtual guarantee of a high paying job and a good standard of living.

That’s when everybody got one, because that does sound like a pretty good deal.

Now college degrees are well on their way to becoming
as common as high school diplomas... You can even get one online in a few months.

It’s why you see so many highly qualified Foot Locker employees... The college diploma is losing value faster than ever.

As another nail in the campus coffin, the biggest companies are always looking for ways to cut the exact entry level jobs people wait 4 years and spend hundreds of thousands of dollars waiting for... Or at least, turn those jobs into internships.

Maybe being paid in experience works for some people, but you sure can’t pay off those student loans with it.

The colleges sure won’t tell you that... But they’ll be happy to lighten those pockets of yours with a few dozen courses and books.

I saw the racket for what it was at an early age, but good luck convincing the old school.

Even as my bank statements were showing that I had made more doing things on my terms than I would have spent on school, my family wasn’t satisfied with my progress.
If that doesn’t show you how serious this was to them, they even threatened to sell their only asset in this world, the family house, to help put me through classes I didn’t need.

The only way I could show my family that my disinterest for college was in my own best interest was to hit whatever I ended up doing out of the park, but I realized I was going to need to keep up appearances in the meantime for their sake.

Almost purely for the sake of convincing my parents not to live on the street as educational martyrs, I decided to plod ahead with school while I set about the business of making my position impossible to argue with.

My first million dollars seemed to be evidence enough... My family finally relented and I was vindicated.

You’d think a million dollars would be sweet enough on its’ own, but we never really outgrow the subversive pleasure of proving our parents wrong, do we?

I know I didn’t, and if you’re anything like me, being at the forefront of the workforce revolution is something you can truly be proud of...and if that doesn’t do it for
you, you could always get a new Jag with all that money you’re not wasting on student loans.

Before we go any further with this, please realize I’m not writing this to stroke my ego or shove down your throat how great my life is.

I’m not here to tell you I was born special, or that I’m smarter than you, or that you can never get to my level because I’m the best in the world at what I do.

In fact, I’m here to tell you the exact opposite. The reality is you can do exactly what I did because virtually anyone can.

Honestly, if you were in my position, you might be less than shy about discussing it too.

This book is to help you get on the road to where I am, and do it without making the mistakes that I made... and you can bet I made them.

One of the mistakes I made early was paying to hear people talk.

It sounds a little crazy, doesn’t it?
Well, when I got started the word was that you shouldn’t even consider considering getting into a solo venture before you attended some seminars from experts so you could learn about what you’re going into.

These seminars cost thousands to attend, and despite what you may think, they usually sell out pretty fast if there’s a well-known speaker.

Don’t get me wrong, there’s nothing more valuable than the kind of firsthand experience someone who has been there before can give you, but there’s a way to get the same effect without spending more than the cost of a nice dinner—actually talking to the bigwigs themselves.

That actually brings me to the reason I was in Vegas, not that a night of hedonism in one of Sin City’s hottest spots isn’t reason enough.

I was actually in town for an event called Affiliate Summit, a social gathering just for the movers, shakers and noisemakers in an industry.
Now there’s a place to learn, interacting with real people off the record on a personal level, not sitting in a conference hall like a community college student.

I had dinner at Gordon Ramsay’s steakhouse the next night, which served as a few semesters worth of high level business courses with a side of truffles and roasted garlic potatoes.

Let some other sucker put out a month’s salary for a live podcast.

I’d rather take my thousand bucks and experience the world’s finest cuisine while rubbing elbows with captains of industry.

For most people, it’s an unnecessarily extravagant dinner. For me, it’s an investment in keeping the right company.

If you’re curious, Beef Wellington tastes a lot better than potluck macaroni salad at some seminar in a high school gym.

If you haven’t noticed by now, in order to be rich, you have to be around the rich.
Birds of a feather flock together, and millionaires share a lot of flights too.

Rich people also party a lot because they can, and the fact is that most everyday people simply can't hang financially.

There's no better place to meet someone than on their leisure time... That's where you meet the real person instead of the professional representative who wears their face.

In order to get access to the people who matter, you have to be in the places that matter, and that's probably going to require some changes you might not be expecting.

Success can be as much a curse as a blessing, and if you're not ready for both, you should probably leave the whole thing alone.

Here's something I have to let you know before I get into the real specifics of anything I'm doing: you're probably going to lose some friends.

It's not your fault. It's just that rich people know how to stay rich: what you have to do, who you have to know, where you have to be, the moves you have to make.
How do you think families like the Rothschilds or the Kennedys stay rich for generations? It’s not what you know or who you know, but who is willing to say they know you, and that’s why it’s so important to hang around the kind of person you want to be.

In contrast to the rich, poor people generally do a really good job of staying poor.

They’re satisfied with hand to mouth living, complacent with less than they deserve, and lack the ambition to do anything but complain about their circumstances.

**Poor isn’t a financial state, it’s a mindset,** one that most people fall victim to because they simply don’t know any other way.

I almost became one of those people until I decided one day that the only life I was willing to lead was exactly the one I wanted, and that’s the kind of thought that would get you called names in my old circles.

That’s right, if you do decide to take your shot at getting what you deserve and begin to find success—and you will if you can follow instructions—**you may find that you don’t have as many friends as you thought you did.**
Mouths you thought would spread congratulations instead spread rumors, and pretty sure most people that you know will think that you’ve “changed.”

You have, of course, for the better... But they won't see that.

All a hater in disguise will see when he looks at your achievements on your terms are a reminder of their own failures and wasted potential.

Whether you realize it or not, some people will take that as a personal insult.

These people quickly become a cancer and must be cut out of your life, or they will do everything they can to destroy you and everything you’ve worked for.

I’ve had to make some painful personal decisions on my road to success, but whenever I get down about it, a night like the one I had really helps.

All that brings me back to that thought that pierced my mind like a midnight sunray while sitting in my hotel room after that crazy night.

The thought that I did this, the prize that no one can ever take away, the accolade that cannot be denied. I
did it... And more importantly, you can do it too.

A lot of people will try to convince you that you need them.

From employers to fake friends, and especially anyone who stands to profit from you, people will tell you that they are necessary, directly or indirectly, for you to enjoy your life.

This book is not only to tell you that the only person you need in your corner should always be there anyway, but to give you real knowledge that you can use to your advantage and finally achieve real freedom.

After all, being rich isn’t about bank balances, it’s about time.

Invest a little time with me now learning how to become self-sustainable, and you’re sure to have a lot for yourself later.

Who knows, maybe we can trade success stories on some future Vegas night...
CHAPTER 2:

IHUSTLE

“Fail cheap, fail fast”

- Unknown
By now I’m sure you’re wondering exactly how it is I ended up in scenes from “The Great Gatsby” from my humble beginnings as just some kid with no college education.

**I don’t mind telling you the road wasn’t easy and went through some pretty dark neighborhoods.**

Some people might read my success story riddled with tips, tricks and tactics and assume that I’ve never done an honest day’s work in my life, but those people couldn’t be more wrong.

In fact, it was my experience in the workforce of the normal that gave me many of the tools that made me so successful.

**I knew that I wanted to work for myself,** placing all my creative and productive energies into something that benefit me personally instead of some company that couldn’t care less about me, but the old saying goes that **you have to spend money to make money,** and I just didn’t have any to invest in any venture whatsoever.

So, I waited and bussed tables at some local greasy spoon for a while, gaining access to all the limited tips,
wages and opportunities the career path could offer.

Although the work was hard, the pay was low and the fulfillment was nonexistent, keeping my mission in mind made my time in the everyday workforce a lot easier to deal with.

I knew nobody else was going to hand me the capital I needed to start my business, so I saw the job an opportunity, a kind of training for my eventual career.

Every dirty dish, every order sent back with an attitude like I cooked it, every crayon-streaked, crumb-laden table where somebody’s toddler had free reign while their miserable parents tried to enjoy a meal became a stepping stone on my path to seizing everything I wanted in life.

I also learned a lot about what it takes to run a business: determination, patience, insight, a commitment to customer service, and above all, a quality product.

The lessons I learned one dinner rush at a time turned out to be some of the most valuable I would ever learn in any environment, and I believe I wouldn’t be the person I am today without them.
In any event, I set my sights on the throne at age 16, when I decided that shining shoes, delivering papers or cutting lawns were not ways I wanted to spend my free time, but I wanted money anyway.

**So I started selling free BlogSpot blogs to the type of person who is born about once per minute.**

I’m not exactly proud of it now, but hey... It worked and they were happy with the product, so I could sleep at night just fine.

**I had no experience selling anything back then,** but I knew that blogs were a product that people wanted and that I could get, and I didn’t figure there was too much more to it than that.

That’s when I discovered **AdSense and I thought my ship had really come in.**

I was already making up to $50 per day selling the
blogs, which is pretty much a fortune for a 16 year old with no bills, but if I could pull in just $5 per blog per month with the ads, it would add up fast.

**I was doing pretty good volume with blog sales, so if I could get my plan working with 1,000 separate blogs, that’s $5,000 every month!** That’s more than date and sneakers money, that’s high school bachelor pad money.

My imagination ran wild as I crunched the potential numbers, thinking that I had basically found a license to print money.

**I don’t think I have to tell you it didn’t work out that way.** Only one or two of the blogs made any money from AdSense to speak of, the rest just lay idle and worthless.

And of course, I didn’t actually go all out to crunch out 1,000 blogs.

I tapped out at 36. What can I say, it was tedious... If I wanted to spend hours doing some repetitive task for a few bucks at a time, I would have pursued my dishwashing career with much more interest.
Nevertheless, most people would have just chalked the experience up to failure and moved on to their next plan to take over the world, but luckily my ingenuity gave the sites some worth, and many of them thrived.

I started selling off the established blogs one by one and made a few dollars doing it, so I decided to start my own business making and selling small blogs... Legitimately, this time.

I guess doing the right thing does pay off, because going straight was a good decision for me.

In time, I was doing over $3,000 in business every month... All before my 17th birthday!

I would provide my clients with hosting services, help with server migration, and even some very simple graphic design made with
PowerPoint... What do you want? Photoshop was a bit out of my price range at the time.

Either way, my customers were happy, the money rolled in, and I just continued to build my skill set from there, teaching myself as many elements of web design as I could while still in high school, where I really should have been learning it, but that’s another discussion entirely.

I learned almost everything I used at the time from Google searches and YouTube videos because I couldn’t afford any formal training... As it turns out, I didn’t need it.

I even learned HTML during intense overnight study sessions while most of my classmates were cramming for some exam or sneaking out of each other’s bedrooms... Guess which activity turned out to be directly profitable?

#HTML
Abbreviation of HyperText Markup Language. It is the standard markup language used to create web pages.
Anyway, the ride was nice for a while, but eventually the golden goose stopped laying eggs.

It was hard to start with, as I built the pages from the ground up with a team of one. Construction for a single blog often took days.

The market for blogs in general also cooled off, and my numbers quickly started sagging.

I realized at that point it was time to find my next venture, and to do that I would have to set out on my own for the first time.

I packed up my life, assured my family I’d be fine and embarked upon this grand adventure I can now call my life.

My first attempt at expanding my repertoire was in network marketing. I figured my technical background would make me a natural fit for it, but underestimated the necessary interpersonal skills required for

#Network Marketing

A business model that relies on a network of distributors to grow a business. It usually involves lead generation, recruiting, building and management.
any kind of marketing.

At the time I was a stutterer, a limitation I’m proud to have since overcome.

I'm also not very persuasive, as most of what I do speaks for itself and I’m not used to having to make chicken salad out of... Well, you know.

In any event, that career path didn’t work out, and I was forced to carry a healthy cargo of humility on my search for greener pastures.

My next foray into fortune was a small information business. I know data was the next big commodity and have always been a bit of a gambler, so I put everything I had in savings into the company and waited for the future to come.

I created an information product in an area of my very own expertise: selling free blogs for money.

I was living proof that my techniques worked, and so I could present my method with the confidence that it would make a quality product.
To my total lack of surprise, it did.

I pulled in $5,000 the first month, but my lack of knowledge on how to drive traffic was my downfall. The second month was...not exactly a repeat success.

Soon after, I made the decision to cut my losses and try to sell the website on SitePoint Marketplace. I was all ready to cut bait and look for my next opportunity when my current path took a compelling new turn.

A buyer on SitePoint emailed me for collaboration instead. It turned out to be fairly lucrative, doing $6,000 in sales the first month. I had to know what this guy was doing right that I wasn’t, and so I started to pick his brain.

Over the next few months, I got to know the buyer as Jimmy, copywriting expert, industry insider, and after a while, friend.
I was able to absorb so much knowledge from Jimmy about the best ways to run an information business and the power of building a professional network, and he soon noticed that I was a quick study and asked me to speak at dinners and events about my experiences and insights.

Jimmy was my first model of a consistently successful Internet entrepreneur and I owe him an eternal debt for his guidance... Without him, my story may have ended in this chapter.

Encouraged by his influence, I tried to create niche products in the most profitable specialized markets: weight loss, heartburn, growth supplements of all kinds... and lost money every time.

It was undeniable that info marketing had the potential to create serious cash flow, but I realized that my nonexistent skill at driving traffic would always limit what I could earn, and honestly those aren’t words I prefer to read together in a sentence like that.

The formula to success in the online information industry is simple...
And sales equals money.

I knew then that I had to do one of two things: **learn to drive traffic or learn to increase my conversion rates.**

Since copywriters were charging up to $10,000 for sales copy PLUS 10% of sales, I came to the conclusion that **I could write sales content** for much cheaper than that.
I got the idea to **learn the copywriting trade** with the knowledge that even if this didn’t end up with me doing my best imitation of Don Draper from “Mad Men”, I could always offer my services independently at a discount.

Although, spoiler alert, copywriting didn’t turn out to be the silver bullet, but it’s still an incredibly useful skill to have for anyone involved in marketing.

The first thing I learned is that **your competition is your biggest ally here**.

The words that help your competitors stay so much better than you are likely similar to the ones that will help you close the gap.

**Imitation is the sincerest form of ambition**, and seeing what they’re doing right is a quick way to find out what you’re doing wrong. **I found ClickBank to be extremely helpful in this process.**
#ClickBank

An online marketplace for digital information products. It connects the vendors and affiliates who will then promote the product to the consumers.

ClickBank is the world’s largest online marketplace for information products — think Amazon for digital marketing — and the products are categorized by type.

For instance, if you’re developing a weight loss product, you can look at similar products to identify the best marketing strategies.

Another helpful tip is that your copy is never good enough. You might think that snappy headline and punchy description you spent hours obsessing over are great, but it can always be better. That’s why it’s important to re-evaluate the performance of your copy on a regular basis.

After your first 50 sales or so, challenge yourself to come up with a better intro to your sales content. You only get one chance at a first impression, and so an intro effectively decides whether a customer will take action in the first few minutes on your page. Constantly evaluate the quality of your copy along
with that of your competitors to ensure you’re giving them a unique and superior experience.

**All great copy does five main things:** Engages the customer, explains a problem they have, explains how your product or service can solve it, outline how your offering does the job better than comparable alternatives, then calls them to action.

**That’s the exact step by step system,** and a single skipped step means you miss out on many more sales because if it fails to do any of them, it will probably fail to do all of them. You can’t just trot out the same tired, formulaic copy style you’ve been using for years, either.

**Don’t be afraid to experiment with humor** (if you’re good, hire a professional if not) or surprise to **grab your prospect’s attention** so you can more effectively deliver your message.

**Remember, your sales message can be a sales video,** which you can record out of your smartphone... **or simply a sales letter.**

Another important aspect to copywriting is to **sell as much as possible.**
It may seem to go without saying, but there’s a reason McDonald’s employees often ask if you want fries with that, and it ain’t because they’re concerned about whether you have enough food.

It’s because successful companies understand that the easiest person to sell to is one who is already spending money with you.

You should always make sure that you have additional products or add-ons available that add value to the consumer and cash to your flow.

We call it “upsells” and “backends” in this industry.

For example, if you’ve sold a product about losing body fat by dieting, it would make perfect sense to follow up with your customer and sell them a product about muscle building.

#Upsell
A sales technique where the customer is offered to purchase upgrades or other add-ons in order make more profitable sale

#Backends
Where the seller offers the customer another product or service.
And this applies to every niche out there.

If you’re still stuck on not knowing what to sell, just research your competitors.

The best way to learn anything is to familiarize yourself with those who do it best.

I studied all the greats and when I thought I was good enough, I decided to create my own information product about blogging, selling the sizzle with the skills I picked up. I thought it turned out great. I surprised myself a little with the quality of my finished product, and took it live expecting big results fast.

**Another swing, another miss.**

It was a disaster. I had no traffic, which of course means no sales. I needed to give my numbers a boost, so I gave affiliate marketing a try.

**Affiliate marketing** is an arrangement between a vendor and a publisher, or affiliate, that rewards the affiliate for business brought into the vendor.

Affiliates drum up business through traditional advertising like banners as well as new-age promotional techniques such as reviews and social media awareness actions.
Unfortunately for me, nobody wanted to offer that kind of exposure. I was new and unproven, so I can't really blame them for not jumping at the chance. Regardless, the situation was bleak.

The problem was that I had great copy, the kind people happy shell out thousands for, but who was reading it?

I thought I saw a way to turn it all around. If I could just get my visiting numbers up, I could finally get the formula worked out and start making money on my terms.

I took a leap of faith and invested my last $100 into traffic generation ads (back then I was using Google Ads), then held my breath and waited for the verdict. It was the last chance I had to make my vision happen.

Everything I had worked for since I was 16 was riding on this last, admittedly desperate move. If I failed here, I would become a laughingstock amongst my family and friends, the story of my life bearing the title “I Told You So.”

For a man like me, it represented the ultimate defeat and I hoped fiercely that my saving throw meant I would never have to experience it.
Thankfully, my faith was rewarded. I quickly made two sales of $97 for a 94% profit.

Every $100 I put out brought back $194. I knew I had finally hit on the magic formula.

I finally understand the concept.

Every $100 I put into the paid ads, I get to keep $94 in net profits. So if I increase my paid ads expenses by 10 times, so would my net profits!

And it did exactly that!

All I had to do to create cash was develop a valuable product, make sure people could find it, and show that it had value once they did. It sounds incredibly simple, but if it was as easily done as said we’d all be millionaires and I wouldn’t be writing this.

Products add tangible value to your business unlike being an affiliate, which is an indirect way to make money at best. Why hawk somebody else’s wares for a piece of the action when something you create will give you the whole pie?

In fact, creating a product is the easy part, contrary to popular belief. You can create a product simply by
interviewing an expert on the subject and selling the information you get as an eBook, which have next to no development expenses.

**The first step in creating a product is to choose the right market.** They say if you love what you’re doing you’ll never work a day in your life, so if possible, you want to **go with something you’re passionate about.** However, keep in mind that you’re marketing this to other people, so if your hobby is something like yodeling, you might want to consider picking a market with broader appeal.

Anything in the wealth-building sector like stock trading, Bitcoin guides or real estate is a safe bet, because you’ll have a hard time finding someone with no interest in making money, especially in this economy.

Relationships and dating advice are always big because people are also constantly looking for ways to lose money as well. From bodybuilding to acne cures to...other enhancement products...**just think of something that people will always want to do, and then charge them to find out how.**
A little research goes a long way here. If you want to find out if your chosen market is lucrative or you don’t really care what you’re marketing as long as it sells, check ClickBank to see the most popular categories.

Check Google for forums on the subject, as they are an unmistakable indicator of communities with active interest in your product (as well as an excellent marketing opportunity). Browse through the posts to see if there’s any consumer feedback that could give you an advantage.

Copy is a bit more complex, but still manageable. I would recommend that you either learn effective copywriting techniques yourself or hire a professional if the time investment is too prohibitive, as stilted or poorly done copy can hurt the sales of even the best products.

That said, you can always update copy to drive more sales. Once you have your product all set up, the copy should help it sell itself...that is, if you’re getting the traffic.

I found out the hard way that getting traffic is the key to running a successful internet marketing
venture, and it was some of the most expensive lessons I ever had to learn... By reading this chapter, yours is much more affordable.
CHAPTER 3:

CONTACTS CREATE CASH- LIST BUILDING

“Sales cures all.”

- Mark Cuban
Now that I had finally discovered that traffic is what truly drives sales online, the challenge shifted to the best way to get that traffic. A lot of the conventional wisdom will tell you to look at a keyword-focused SEO campaign, which increases the chances your site will pop up whenever a user enters a certain search term into the engine.

Keyword targeted traffic sounds good, but what they won’t tell you is that if Google was a person, they’d call it schizophrenic.

Updates to the algorithm that decides what sites and content are most relevant based on the search term entered are constantly being updated... In layman’s terms, Google changes the way it thinks every so often.

The investment you make in increasing traffic could be a big loss for you if you don’t know what separates different kinds of traffic. The most common form of traffic is traffic from search engine
results, which is free and determined by the content of your website, but can take months to have an effect and could be severely impacted by an algorithm update, so that comprehensive SEO treatment you get for your site can be wiped away overnight.

Paid traffic from PPC sources requires a commitment of resources, but is much more stable than standard SEO.

Paid traffic delivers fast results and is guaranteed to bring folks to your site, but carries a risk because of its cost. If you can’t move your products to make up for your traffic expenditures, you could have just offered each visitor a dollar to click on your site and get about the same result.

With so much risk and reward at play, I knew that making the right call was the difference between success and failure. After doing some research, I decided to focus on list traffic, which is an arrangement where I pay popular newsletters in exchange for promotion to their email recipients.
Seems like a pretty sure thing... I get a comparable amount of guaranteed eyeballs at a much lower price than running a big **PPC campaign**.

That’s when I figured out how to make it an even **better thing**: since traffic was apparently so valuable to what I did, I figured it would be worth something to others as well... **So I’d just build subscriber lists of my own and sell products directly to them!**

See, by that time, my experience in the field had given me an understanding of metrics far beyond my 17 years. **Every click on a website is a potential sale**, and that means it has value to the business that owns the site.

It’s fairly simple. Common rates are around 10 to 20 cents per click, but just as a typical example, I can purchase 1,000 clicks for $1,000, a pure trade of my money for the attention of potential customers.

If half of these clicks eventually become subscribers to my services, I just purchase the list of subscribers. These subscribers pay $20 or more monthly for my products, so as you can imagine, they’re worth far more than the pennies they cost.
I had put in a lot of legwork over the past year or so pricing traffic for my own purposes, so I had a pretty good idea of the fair market value for a prospect.

**I started building a list by going through a paid list-building resource.** The subscribers cost $0.80 each to acquire, but each of them was worth about $1.60 to me. This basically means I’m getting $0.80 profits per subscriber... Not a lot, but this adds up over time as long as they stay in my list.

Hence, I understand that it’s okay to spend some money to acquire some subscribers as long as I’m either breaking even upfront (knowing that I will make my money back in the future... maybe a week later) as long as I don’t lose money to acquire a subscriber.

To calculate a cost of subscriber acquisition is plain simple. You take the total cost, divided by total subscribers you got during your preliminary test campaign.

So let’s say you got 100 subscribers from spending $50 on Facebook Ads. That simply means it costs you $0.50 to get one subscriber from Facebook Ads.
Now, to calculate your value per subscriber, you need to tally up all the sales, and divide that number with the number of subscribers. So for example, from the same Facebook Ads campaign, out of the 100 subscribers, 10 decided to buy something at $50. That’s $500 in sales. Hence, each subscriber is worth $5 to me.

After my initial success, I looked for ways to increase my profit margin on this easy source of income. I found out that the best method to try was to cut my cost per subscriber acquisition, so I began to look at some less expensive markets...

After all, the people on the lists buy more than just one thing, right?

I chose the pet care market since the prices were really reasonable, and that worked out even better. I went for it again with a market I thought would be pretty popular, dating and relationships...same result. At that point, I knew I was onto something with this list-building thing.

List-building done right is a surefire way to generate cash because as long as there are things to sell, sellers will want people to sell them to. The
The best part about lists is that I can sell to them over and over again. If you don’t like my products, well maybe you’ll like these. Either way, I profit.

And the best part is, you can be anywhere, as long as you have the internet, you can send out an email and easily bank in $100... $1,000 or even $10,000 depending on how big and responsive your list is.

All with just one click of “send”.

Another awesome and fast way to build your list is through a process called “adswap”.

The idea is simple. You find someone like-minded (possibly someone who was also smart enough to read this book), and offer to do an adswap. You send to your list of subscribers about his or her free offer (which the web users will give their emails away to claim the free offer) and him or her will do the same.

Hence, you two will be able to grow simultaneously. And the more people you swap with, the better.
In only a year I had 30,000 total subscribers and an open rate of well over 10 percent. If 3,000 people are interested in what you have to say on a regular basis, you stand a good chance at making some money.

I found another great way to build my list through **solo ads**. Solo ads are an arrangement between a marketer with a message and a marketer with a list where you come up with something you want to say, and he sends it out to this list. This usually takes the form of a special offer, for example someone who runs a dating newsletter sends their subscribers a special, one-time-only, omg-gotta-get-it offer on one of my dating products.

**The beauty of solo ads is that subscribers trust the word of the listmaster**—after all, he made it to the inbox instead of the spam folder for a reason—and I profit from his recommendation, just like when Shaq tells you to drive a Buick. He may or may not drive one himself in his spare time, but the illusion that he does has sold more than a few.

Between my budding lists, all the new traffic, and the sales that resulted, everything was going just great... **And then came my first legal issues.**
Don’t worry, it wasn’t anything I did, I was living the clean life by now. No, this little imbroglio concerned a product I had recently created detailing the most effective online sales strategies.

It was a quality product and it did really well, grossing over $20,000 in just the first 48 hours. After seeing this quick payday dangling in front of me, I couldn’t resist trying to take the loot and run…20 grand is pretty decent beer money, no?

With that in mind, I decided to sell the cash cow on Flippa. I was pretty satisfied when the site sold for $10,000. I was all set to migrate the site onto the buyer’s server within 7 days as I promised in the listing and collect my money in return…the buyer, however, didn’t make it that easy.

Instead of paying me like people who do business legitimately, he chose to go the “claim seller is a fraud and request an undeserved refund” route. Worse, he wanted this refund WHILE HE RETAINED RIGHTS TO THE SITE, which isn’t any definition of a transaction I’ve ever heard of.

I really hate to do the red tape dance because some stiff doesn’t know how capitalism works, but I had
no recourse but to file a claim on PayPal, respond to the Flippa issues and deny his refund. I hoped they would see it my way, but couldn’t shake the very real possibility that I was about to lose my valuable site for free.

**Luckily for me, justice was served. I won both claims.**

Talk about your sore losers, though. The buyer, offended by my attempts to conduct business fairly, created dozens of websites trashing me in an attempt to destroy my credibility. All manner of things were said about my integrity, my business practices and my mother. Not a word of it was true, but I could still feel the effects.

It’s really not fair that some mouth-breathing scam artist can drag your name through the mud just because he wasn’t able to swindle you, but apparently it was what it was. This kind of thing could happen again as easily as it did the first time, and I kept thinking about how I could end up with my actual name in shambles due to works of pure fiction.
That’s when I got the idea: **since many authors use pen names to protect their identities, I would do the same.** I came up with a nom de plume for my works and have been using it ever since.

Years later, I recounted the story to a business mentor of mine over a glass of brandy and learned that this was a common concern. He told me that unscrupulous veterans in the industry will often try to prey on young upstarts like myself and con them out of their blogs, sites and other assets with false fraud charges and similar scams.

**It’s a harsh reality of business, but the deeper waters are full of sharks.** The grafter guy woke up pretty early in the morning to try scamming me... Luckily, I don't sleep all that much.

The experience was one of the scariest I had ever been faced with, but I learned a lot from it. It helped me to realize I had the strength and resilience to get through a tough situation where it seems like everything is working against you. Most importantly, it taught me that I had a lot to learn about my craft, and I was going to have to overcome some shady people to do it.
CHAPTER 4:
ALL ROADS LEAD TO YOU
- CREATING A BACKEND FUNNEL

“Patience, persistence and perspiration make an unbeatable combination for success.”

– Napoleon Hill
The problem with doing so well at something like this is that after a while, you have all the traffic you’re going to have.

My solo ads numbers were hitting plateaus, but I wasn’t satisfied with my earnings potential yet... When you’re not looking for the next way to expand your revenue streams, you’re leaving money on the table.

I thought about my next move, then decided to take another run at Google AdWords, thinking my new experience would help me make the service work better for me this time around.

I quickly lost over $500.

With my most lucrative sources of income stagnating and the prospect of bleeding cash looking for my next vein of gold staring me in the face, I knew I had to roll the dice again in the hopes of scoring big this time.

I thought and thought about what I should do. I tuned out conversations and neglected a lot of everyday tasks for days on end as I considered the importance of my next investment.

Thinking long and hard about the next clever method
I could use to reach out to valuable prospects began to consume my life.

Eventually, I decided I was overthinking it.

Since all the indirect mediums had begun to lose effectiveness, **perhaps I needed a more overt approach.** I rolled all my courage into a ball and stepped out into the unknown: **Direct advertising.** Fuck it...what did I have to lose besides everything I owned?

**It was a risky move, no doubt.** Sure, I’d be side stepping the middleman, but my knowledge base in the niche wasn’t as strong as it was in other areas at the time, and after my various misadventures with AdWords and other utilities, I was a little gun-shy about making another significant investment in an untested area.

Still, I needed a big play at that point in the game, and sometimes you have to just throw it up and pray. With that in mind, **I funneled most of my list-building resources into direct advertising projects for the products I developed.**

I didn’t know much about direct advertising starting
out, but some things just seemed to make sense. I promoted my dating products on relationship forums, my pet products on pet lover blogs... You get the drift. I hoped my combination of marketing savvy and common sense would be enough to not lose me any more money at the very least.

The results were beyond my wildest dreams. By using my resources intelligently, I was able to get over 50,000 visitors per month for just $50 at one point!

That kind of value is unheard of...and after a while, webmasters wised up and made sure you didn’t hear too much more about it anyway. Over time, more and more layers began appearing between my potential visitors and my product sites. Pulling in visitors directly got much more expensive fast.

Once again, just as I started winning at a game, the rules changed.

I needed to find a way to make the deal more profitable for myself, because after a great success, decent numbers just don’t cut it anymore. In the end, the answer was clear. I had to have more control, and the only way to better control the fate of your e-commerce venture is to make sure as many roads
as possible lead to you.

I set out to create an end-to-end system that would funnel prospects toward my products, but also make the traffic profitable each step of the way. That way, even if a person decided they weren’t in the market for whatever I was selling, I will have made something from them either way.

The way I discovered to do it turned out to be pretty simple. I would gather emails through my usual means, then I would increase my chances of keeping them as a subscriber by making them an offer they can’t refuse... something like an exclusive informational product for just $9.95.

When they take advantage of my irresistible offer, I start sending them emails offering them my premium $97 products, and by then they’re usually so impressed with the value I offered before that they’re much more likely to pull the trigger.

If they’re not immediately inspired to action by my quality products and generous nature, I just send them emails containing testimonials and success stories related to my product and that usually does the trick. It’s called “email follow-up” and I do it because I know
I will be able to sell more after building trusts.

I ended up paying about 90 cents for each subscriber, but each of them boosted the value of my list by almost $4. If you can’t see how that’s a sweet deal, I’ll trade you one dollar for every four you’re willing to give me.

I wasn’t finished there, though. I learned earlier that contact information is extremely valuable because it can be used for more than one sales effort, and I figured out a way to add even more value to my subscribers while making more money from each one.

I collaborated with some professionals in a few fields such as pet care, weight loss and real estate and began to position myself as an expert opinion ambassador. All I had to do was ask my prospects’ permission to match them up with an expert, who would offer them guidance and advice that might cost them hundreds or thousands through traditional means.

The subscribers won because they had industry professionals at their disposal, the experts won because they got targeted leads, and I won because the experts would pay me a commission on sales they make from the leads.
It works in virtually any industry... If you’re selling a product about investing in money market funds, you can gather leads with your product and make them available to an investment banker or established independent trader with permissions from your subscribers.

One of the most common scenarios sees me offer expert advice and discounted services to my subscribers from, say, an orthodontist. If they’re interested, they can email me back, I can connect them with the doc and they can work things out from there.

When business transacts, I get a cut...usually 20 percent, often more. The easiest way to make money is to sell a service to those who value it most... Let me know when service providers stop needing new clients.

I’ve been doing this for years now, so I could practically sell ice to Alaskans online using this proven process. It all starts with building a killer opt-in page to collect emails.

Email addresses are the lifeblood of any Internet marketing business because they give you a direct line to your subscribers so you can sell them your products again and again. Imagine being virtually
guaranteed repeat business from anyone who makes that first leap. **That’s the power of your opt-in page.**

**An opt-in page should be the most prominent on your site and include a clear space to enter emails and attention-grabbing copy to make sure people stay long enough to enter them.** You could easily build a simple opt-in page with a site like LeadPages, but if you really want to wow visitors, **you can invest in an experienced freelance copywriter on the cheap with a site like Elance or even Craigslist.** (Yes, seriously.)

I’ve gotten many professional quality landing pages built for under $50, and you can bet they were well worth it.

You want as many people as possible to give you ways to contact them, **so a good opt-in page should be easy to use and navigate.**

**People don’t like to put too much effort into something they’re not sure about,** and if they have to fiddle around on your page to find a place to give you their information, they’ll probably just scrap it and see who’s on Twitter.
Once you capture the addresses, you can use a service like GetResponse or iContact to manage your list and track the performance levels of your email campaign.

Naturally, you want your numbers to be as high as possible no matter what, but it becomes even more important if you’re paying for your traffic, because every visitor who leaves without giving you their email is like that girl at the bar you bought a drink and didn’t see again that night... A total waste of money.

**If your paid traffic opt-in page isn’t converting at a minimum of 50 percent, you need to rethink your content strategy.** Traffic can get expensive, and if you pay $500 for 1,000 clicks and don’t get at least 500 subscribers that are open to hearing about your product, your chances of making your investment back are slim.

**You can track the success of your opt-in page for free with a service such as Google Analytics or Visual Website Optimizer and drive traffic to those pages that convert best.**

**Sometimes it’s the little things that can have a big effect on sales.** Something as simple as accepting
payments through PayPal or ClickBank makes you much more accessible than any competitor that only accepts cards.

**People love a good visual, so consider making a sales video to promote your product and be sure to put it on YouTube as well to increase its ranking on search engines.**

Getting the initial sale is great, but for those who want to make the maximum amount of profit from each sale, **upselling is the key**.

Upselling is as easy as developing a complimentary product that takes what you’re offering to the next level... If you like these health and lifestyle podcasts, you’ll love this phone consultation with a dietician for just a few dollars more... And you can get both from me, see?

**It’s a concept as old as commerce...**

You think the world’s first workforce wouldn’t try to upsell you with a blowjob or something with their main service?

Any good salesman is going to make sure his customers
leave his place of business with everything they need to get the most out of what he sold them, and I refuse to be called a bad salesman.

A reliable sales funnel takes a comprehensive effort, but only basic ideas. Creating sales funnels made each of my subscribers exponentially more valuable by allowing me to profit from them multiple times.

For me, it was the discovery that took my career to a new level...

For you, it could be the difference between pulling down 10 grand and 100 grand monthly.
CHAPTER 5:
LINE ‘EM UP-BUYING TRAFFIC

“When your life is on course with its purpose, you are your most powerful.”

- Oprah Winfrey
Before I continue with this autobiographical infotainment, I want to take a minute to highlight a concept I believe in strongly.

As with a lot of my perspectives, not everyone agrees with me, but as far as I know, the only way to get where I am is by doing what I did, so check this out.

A lot of people new to online marketing—and I guess some unambitious veterans—consider buying traffic a big risk. Let me tell you now that that is almost never the case.

Sure, there is the remote chance that you’ll put up the money for the traffic and get no buyers, but if it’s easy to miss the big picture if you look at that possibility too hard.

See, while it is true that buying traffic is a lot like throwing shit at the wall, it’s also true that something is pretty much bound to stick.

Let’s go for a quick example. Say you shell out $5 for traffic and it gets 50 people to your page. It’s a fairly reasonable expectation.
Now, this is where your opt-in page takes center stage. If it’s good enough to convert traffic into leads at 50 percent, that’s 25 new emails you have as list-building resources, and that’s before anyone even buys any of your products, which for expediency’s sake we’ll say you sell at $50 a pop.

If just one person buys something as a result of your investment, you’ve more than made your money back... But let’s say you have a really good product and you sell two with the traffic you bought. That’s 100 dollars, giving you a profit of $95 after taking out the $5 in traffic cost. **You don’t have to be very mathletic to know that could be a serious profit margin.**

If you could turn what amounts to a foot-long sandwich into $100 with a little maneuvering, would it take you until the end of this sentence to give up the $5? Didn't think so.

Of course, you wouldn’t just invest 5 bucks then, would you? **That’s why an important part of establishing a successful traffic boosting campaign is being willing to scale up your investment.**

Think about it... If you put $50,000 into traffic, you’ll be all set to rake in a million dollars in profit. That’s
a number that gets pretty much anyone’s attention... Hell, the only easier ways to make money will all land you in federal prison.

There are many places you can make solid investments in buying traffic, but instead of throwing your resources everywhere, it’s best to decide on only one or two most effective methods and focus your attention there.

Solo ads have been a gold mine for years with my products. Pay-Per-Click ads are rock-solid, used properly.

When a lot of people hear “media buying,” they think of some million-dollar national TV ad campaign, but really it could be as easy as buying a banner ad on a website to get a percentage of their traffic guaranteed.

I always found that media buying could be especially effective when the ads are placed on a site in my product’s niche.

To get started, look for a relevant site with an active community forum (lots of threads, lots of posts, lots of exposure) and contact the webmaster about a monthly arrangement to display your ads.
You can get a banner displayed on a website for as little as $10 or $15 per day just to see how it performs. **Sites like SiteScout.com and BuySellAds.com** are another good resource for media buying and ad exchanges, so be sure to look at those.

Millions of people log on to find out what their friends are eating for lunch every day, and so ads on **Facebook and Twitter** offer access to an unprecedented level of exposure.

**Facebook in particular allows you to target your audience based on their job, activities and behaviors**, so although you may not actually be a friend of the prospect, you’ll know him like one.

**YouTube** has increasingly become a source people turn to for helpful information instead of just musical cats, groin shots and other dumbassery, so if you’re on a tight budget you could always make a couple of YouTube videos talking with an expert about a subject in your niche.

**Those have the potential to go viral if viewers see educational or entertainment value in them** and you can’t buy that level of promotion.
Each of these methods has positive and negative aspects depending on what you’re selling, and there is no one universal solution.

No matter what promotional technique you choose, be sure to have it direct prospects to the opt-in page so they can give you that all-important email address.

Once you actually have the subscribers, selling your products (or those of your affiliates) is all about proving your worth to the consumer. We usually warm up our new recruits with free, exclusive content like original or archived YouTube videos delivered directly to their inbox for a week or so.

Then, we tell them about our premium offerings, something like an hour of phone time with a niche expert for $100 or an online course for a few hundred. People figure since we’ve been sending them email they actually want for free, the information that we sell must be even better.

They must, because I don’t usually have a problem selling after we run that play.

As I said, the most valuable thing about a list you build is that you can sell to them as many times as you
want, or in my language, “keep it monetized.”

Once you know where to find your customers, you can keep in contact with them whenever you have something new to offer. We keep selling our products to our subscribers, and as they learn we offer real value they become much more open to our recommendations, which is great for monetization.

When you have the trust of your subscribers, even if your products aren’t doing so well because of saturation, timing issues, lack of interest, or anything else, you can just head over to ClickBank and find something new to promote...

You already have all your leads right in front of you. **How many other things besides web traffic can you buy and use over and over indefinitely?**

With a brick and mortar store, location is everything. A new bakery that makes the best pastries in the city will be out of business inside of a month if no one knows where it is and can’t even smell their wares from the remote location.

Traffic plays a similar role in Internet marketing. **Your content and your product undoubtedly play a role**
in your success, but without traffic, your show is over before it ever gets started.

I built everything I have mainly through making smart traffic purchases...if you don’t trust my advice, why are you reading this?
CHAPTER 6:
UNLEASH THE MACHINE AUTOMATION

“Simplicity is the ultimate sophistication”

- Leonardo Da Vinci
Long ago, it was a badge of honor to hold the same job for years or even decades at a time.

Folks punched their clocks every day, did their daily tasks and collected a steady paycheck for their troubles until they got a nice gold watch and a supermarket sheet cake at their retirement party.

Sure, the pay would rise as the cost of everything else did, but effectively, most people worked the same hours making the same money to afford the same standard of living for their entire careers.

You know what I think? I think that sucks.

I've always believed that you can gauge the success what you do for a living by two main factors: how much you make, and how long you spend making it.

People always talk about how time is money, but they never really sit down and think about it... If you’re not either making more money or working less as your career goes on, you’re wasting both.

That brings me to the next part of the process, automation. You want a business that you have
to maintain, not micromanage. The ideal result of automating your ventures is making money worth talking about in only a few hours a week.

Automation is like a cheat code for real life, and I’m about to show you exactly how the game works.

Any successful automation process starts with hiring a capable team to do all the detail work while you go about the business of being a big deal.

Does Bill Gates sell laptops out of a van? Do you see the CEO of Burger King on fry duty? Does the owner of an ATM greet you when you pay $2 to access your own money or come out to service it when it eats your card?

Not in this lifetime. That’s why hiring a team to keep your business running from day to day is so essential.

You might hear me say that and wonder if I’m going to lend you some staffing money or something because there’s no way you could ever afford that, but you might be surprised.

The Internet is a great place to find good help these days, and sites like oDesk and Freelancer are filled
with talented hired guns that can give you unreal return on investment.

I have a virtual assistant that has been successfully turning the keys on my entire information business since 2009—you know, the one that pulls down thousands in pure profit monthly—and his salary requirement is only about $125 per week. You wanna talk about valuable employees?

After you gather enough worker bees, you’re going to want the most profitable products possible so they can keep making that honey. Recurring products are those that only require one investment from you, but that continue to generate income for years after that.

An example of a recurring product is a paid membership in a coupon club or a monthly subscription to an information product like a blog or podcast, all of which are very easy to set up, especially when you have your foot soldiers doing all the legwork.

When you have a recurring product with real value on the market, you could potentially make thousands a month from the warm embrace of your most comfortable chair.
What kind of sorcery is this? It’s quite simple, really.

Let’s try an example: You set up a recurring product that people want... Say, a newsletter on making money online. You gather info from experts, make an outline of your content, hire a writer to paint the color commentary into the big picture of the month for a few bucks, and poof, you have a newsletter.

You sell 100 of these subscriptions at $20 a month (they’re worth a lot more, right?) on a 6-month cycle. After the cycle, only 20 of them decide to renew. Bad news, right?

Wrong. Even those 20 people will give you a steady $400 per month that you didn’t lift a finger for.

However, we’re after more than just weekend money though... **That’s why you want to set up multiple sales funnels**, which we talked about earlier. Drive traffic to your product pages, offer subscriptions in a newsletter, create a social media page and hire someone to manage it, all that good stuff.

If you set up just 10 sales funnels which generate 20 recurring sales each, all of a sudden you’re making $4,000 a month working smart. It’s not a fortune, but
it’ll get you a nice house or let you finance that Benz you’ve had your eye on as well as put you well on your way to never answering to anyone again.

**If you want to really get cooking, you could set up even more funnels or sell a separate recurring service the same way.** There is virtually no limit to the money you can make through automation, and that’s because you’ll have plenty of time to do it.

**This ain’t a theory, by the way. This is something that actually works.** Remember how I told you about those dating advice products I put out?

Well, for that we just send daily podcasts and interviews that deliver valuable information to the people that need it most… For that service, they’ll happily pay $20 monthly, but I let them slide for $19.95.

Even with my generosity, with 800 subscribers my dating products are making nearly $16,000 in recurring revenue monthly...

I don’t have any problem getting dates now, so maybe I should start including this advice in the dating stuff.

(Well, maybe not…it’s sold separately.)
CHAPTER 7: THE X-FACTOR YOU

“Don’t ever let someone tell you that you can’t do something. Not even me. You got a dream, you gotta protect it. When people can’t do something themselves, they’re gonna tell you that you can’t do it. You want something, go get it. Period.”

- Will Smith, Pursuit of Happiness
Information is only as powerful as the person who holds it.

It’s one of the most important lessons I learned in college, and it definitely wasn’t in a classroom. I didn’t find the educational aspect of it profoundly significant in any way...

In fact, I was ready to start the next chapter of my life before I finished the part where I went to college.

Sure the parties were great, the ladies were plentiful, and the fraternity scene was everything you’ve seen in the movies, except more fun because I was doing it.

I might even go back and finish things out one day... maybe. I’m only 12 credits from my diploma, maybe I’ll go back for a semester and give it to my mom as a birthday present one year.

Regardless, at the time I couldn't help but to feel like there was more for me off campus, so I decided to forego the rest of my senior year in favor of a trip back home to Kuala Lumpur.

Part of it was because I wasn’t learning anything worth thousands every few months (and that’s
before the cost of books, room/board, lab fees... Maybe I should start a college, they have a pretty good racket going) and part of it was because...

**Well, I kinda like the concept of being an elite-level dropout.** It’s like a 3-foot-long middle finger to everyone who said I’d never get past the graveyard shift at 7-11 unless I paid some school a quarter million dollars for a sheet of paper that claimed that I was good at one thing.

**One day, I’m even going to name something of mine “Dropout.”** It could be the title of my eventual book... Maybe even my own line of t-shirts made for dropout entrepreneurs. I don’t know really... I just know I’m going to profit somehow.

For now though, here I was sitting in the full bustle of LAX like a rock in a rushing river, strangely alone as I pondered the significance of my journey. Back home, we lived a very poor life. Even maintaining a basic standard of living was a constant struggle, and it was this experience that not only taught me the importance of financial security in a way most Americans can never truly appreciate, but inspired me to do my part in delivering others from the substandard way of life so common in Malaysia.
When I discovered a method for creating a real income that practically anyone could follow, I knew it was my duty to offer others this opportunity so that some children out there won’t have to grow up the way I did.

I wanted to build a platform so that other people like authors, specialists and technical experts could publish their information products on the Internet with what I had learned.

Everyone, from dietitians to personal trainers to childcare experts, could benefit from my marketing skills and experience to profit from their unique knowledge. It was an idea that started as a spark and gradually smoldered into a burning desire, and now I finally had the resources to make it possible.

I hit the ground running as soon as my flight touched home soil, and soon I had built a team and started a company.

Before long, I realized that I was happier than I had ever been.

Not because of the profits, but because of the people.
It gave me true joy to be able to assist these passionate teachers and experts in spreading their knowledge.

Yes, I was helping them get more sales and exposure, but I was also enabling them to help more people. Watching as my clients' products grew, their messages spread and their lives as well as those they touched changed was a humbling experience, and I consider it one of the highlights of my career.

My time in Kuala Lumpur taught me a lot about myself as well. I learned that one of my deepest desires was to make the world a happier place.

The finer things in life are a nice bonus, but helping people understand that they can improve their lives drastically using little more than what they already know is a powerful feeling.

A simple idea with the right resources behind it is a formula for changing the world in the right hands, and everything I did after college was in an effort to prove it.
This brings me back to the importance of you in this process. I could show you, step-by-step, everything it takes to make a million dollars—hell, that’s what I’m doing—but you need to know that if you’re not committed to it with every fiber of your being, you’re destined for disappointment.

See, you don’t need anyone to hold your hand to find your success in life. Sure, it helps, but your odds of finding someone who is truly out to help you for free are slim to none, and I know I didn’t have one on my way up.

Did I fall? Plenty. But I didn’t fail. Falling is a part of running the race of life, but you only fail when you don’t get back to your feet.

I’ll give you an example of the kind of determination you need to seize everything you want in life. A while back, I sprained the metatarsal on my right foot, which eventually led to shin splints and knee pain as the rest of my leg tried to overcompensate for the damaged foot.

It’s not like I didn’t have enough foot problems already, as I was born with an oddly shaped foot that causes me to stand unevenly by default, and now this.
In case you don’t think this story gets any worse, I’m also an avid soccer player, and it’s kind of hard to play football when your feet don’t work properly.

After running around the pitch in agony for a few weeks, I finally visited a physical therapist, who basically told me to sit down for a year.

**Unacceptable.**

I sought out a second and a third opinion, but I’m pretty sure they all talked because each gave me the same answer: *I should avoid unnecessary walking for a while, let alone the beautiful game.*

**My spirit was crushed** as I slowly realized the sport I loved was lost to me for a long time. Imagine the devastation when, **after a year of rehabilitation, I still found myself in no condition to play.**

My injuries permanently altered my game. I couldn’t control the ball like I used to, or even kick it in the right direction sometimes. I was constantly falling down, which was never embarrassing or inconvenient in the middle of a game, and to put the cherry on the shit sundae, the old shin and knee pains were back in full force.
Suffice it to say nobody confused me with Messi during my comeback.

Still, I fought through it because I know it would be the only way I’d ever play again. The results were far from immediate... After a few games, the coach of my amateur team wanted to bench me for my lackluster performance. I always got back up whenever I fell, shooting pains in my leg be damned.

The failure made me angry at myself, angry that I couldn’t live up to my own standards. This drove me to push harder.

I heard practice makes perfect, so I signed up for 2 more amateur teams as well so I could get all of it I ever needed. I even went out and joined practice with a local pro team once a week to sharpen my skills.

Hardened against failure in the fire of succeed, I had no choice but to get better because giving up was not an option.

Just 2 months later, I helped my team win its first amateur cup ever. No, we didn’t win the Champions League or anything, but the journey to the hardware felt that much more special because I put everything I
had into it.

That’s arguably the most important factor in whether you’re cut out to hold your fate in your own hands.

**If you give up, you’ve defeated yourself...** Or more accurately, the loser in you wins. You can never let that happen.

Yes, if you decide to follow your own road to the promised land, there’s a chance you will trip over one of the yellow bricks. It happens to the best of us.

However, **every time you fall and stand up, you give the loser in you a nice, stiff slap across the face.** Your goal is to slap that dead weight so many times that he finds someone else to hang out with... I’m sure you’ve seen people with a double dose of loser.
CHAPTER 8:
THE NEVERENDING SUCCESS STORY

“All my life people have said that I wasn’t going to make it... You can never quit. Winners never quit, and quitters never win.”

— Ted Turner
The quality that most great people share is that there’s always something next for them. They don’t just rest on what they’ve accomplished. They constantly work to build their legacy.

Einstein could have hung it up after the theory of relativity, but he went on to become one of the fathers of nuclear energy (for better or worse, it’s big).

Michael could have unlaced his Jordans for the last time after ring #3, but why not go back for a few more?

Zuckerberg could have just kept Facebook as a Harvard thing, but he followed his ambition to become one of the richest people in the world in under 10 years.

I’m not putting myself in that class yet, but you haven’t been reading this book if you don’t think I aspire to get there sooner than later. That’s why there always has to be something next for me.

Yes, I’m satisfied with the money I’ve made and the success of my business ventures, but satisfaction is the first stop on the trip to mediocrity. With that in mind, where does my next road lead?
Even big shots like Dallas Mavericks owner Mark Cuban and real-life maverick Sir Richard Branson are always looking for their next opportunity. It’s because they need to keep that competitive fire that will to succeed, burning at full strength.

No matter how much you may be in love with your new business venture at the start, you will inevitably get bored with it.

I’ve gotten where I am in life by staying hungry for a new challenge, and I’ve decided my next arena will be investing.

Really, it’s the only logical step. I’ve made all the money I could ever need to finance my lifestyle, why have the rest just sitting around idle? I consider practically everything in my life an asset, including my money... Why should any of my assets not gain value?

By putting my discretionary income into lucrative investments, I’m making a bet I can’t lose. If I win, my assets appreciate in value. If things don’t go my way, it doesn’t hurt me at all and I can also consider it buying a lesson in what doesn’t work. Either way, I come out smarter than when I went in.
Whether it’s playing the stock market, investing in a mutual fund, buying government bonds or all of the above, **my next goal is to make the money I made not working make more money by not working.** It makes all the sense in the world to me.

Angel investing is another potentially lucrative area. **Angel investors** look for million-dollar ideas from individuals who need about that much to put their grand plans into action, and then they finance their start in exchange for a cut of the profits.

For example, once upon a time, a little boy named Bill went out with his big ideas looking for some investors and was refused by many… Eventually, some lucky investors made the call of their lives and gave him what he needed.

Betcha some of those early rejectors wish they had another bite at that Apple.
I know what’s probably not next...love. Funny thing, running a diverse network of online businesses doesn’t leave you much time for finding “the one”...which is okay because she probably doesn’t exist.

I definitely sacrificed some long-term romantic connections in my pursuit of happiness, and honestly I’d do it again. I have no regrets about that, as I have a much easier time controlling money than a girlfriend.

Besides, that asset probably will only go down in value anyway. It’s something you may want to consider if you’re planning to follow in my footsteps. Notice how almost no one I mentioned in this book is married?

In any case, while my future is less than certain, my present isn’t. I know exactly what my near future is going to look like: whatever I damn well please. It takes a lot of time and dedication to type that sentence and mean it, but there it is on the page.

What separates people like me from every other Joe isn’t that I was born rich, worked harder or necessarily have more talent than the next man. No, the only thing stopping anyone from being in my position is not knowing what I know... Now that you do, what’s your excuse?
CHAPTER 9:

ACTION PLAN

“Your seeds of success won’t grow unless you plant them. Intentions won’t produce the results you want.”

– Clay Clark
I've prepared this step by step action plan to help you to get started.

I understand you might be overwhelmed with many information right now and you might not know where to get started.

**My goal with this book is for you to start something...**

Whether it’s to build your first 1,000 subscribers list... or to make your first $1,000 online... It really doesn’t matter.

Napoleon Hill, in his book, Think and Grow Rich, states that **action creates wealth.**

Back when I just got started, as you read in the first chapter, I **didn’t make my first thousand immediately. It took me some time.**

So, don’t expect to make thousands of dollars immediately. **Take time to learn and explore your options.**

If Thomas Edison stopped inventing the lightbulb at his 1,000 failed lightbulb, I doubt we will have a lightbulb today.
He went on to try out 10,000 different lightbulbs, and burning down one factory — before coming up with the lightbulb we use today.

Choose to be phenomenal, and stop choosing to be average.
Step 1: What’s Your Goal?

First thing first, in order for you to start making money online, **you need to know what you want to get at the end game**... and also how to get there.

Assuming “being wealthy” is your end game, you need to understand how do you want to get there.

Do you want to sell plenty of products on eBay?

Do you want to use the internet to get clients for your real estate business?

For this book, **our goal is to build you a list of subscribers that you can mail to again and again to generate easy profits.**

As mentioned in the tale of my past, my email list really saved my online career.

Even if anything happens to your website, **at least you'll have an email list that you can sell to again and again to generate quick profits.**
Step 2: Pick A Niche Market

You’ll need to pick a niche market to be in and there’s not many choices really.

Yes, you have all those weird, small niches like teaching parrots how to talk, Reiki healing and how to fold origamis... or you can target the highly profitable, huge markets like health, wealth or relationships.

Some examples of health niche markets are like yoga, alternative medicine, home remedy, how to reduce high blood pressure and how to lose body fat.

Some examples of wealth niche markets are like forex trading, stock trading, make money online and paid home jobs.

Finally, some examples of relationship niche markets are like get your ex back, how to seduce women at a bar, how to keep a man, how to be in a happier marriage and better sex life.
Step 3: Build Your Opt-In Page

The first thing you’ll need is an opt-in page (a lead capture page) so you can capture the email address of your traffic.

This is crucial because having a list will be between making $100 per week and $10,000 per week.

Every single successful internet marketer I know all have a list... and that’s not an accident.

**Best part about building an opt-in page is that the simpler it is, the better it will do for you.**

So simply build something simple that will not distract your traffic from doing anything else.

Here’s one of the design we’ve built that’s really simple and does really well...
If you can’t afford a web designer, you can always use a free software like NVU (for Windows) or Kompozer (for Mac) to design something really easy up.

If you can’t afford to invest your time, you can go on oDesk.com or eLance.com to hire a web designer to build you a simple opt-in page for $50 - $100.

Next, you’ll need a service to help you capture, store and broadcast your email list.

There’s plenty of services like this out there but I highly recommend you to try out GetResponse (the same one we’re using)...

It’s cheap and really reliable.
http://www.getresponse.com/

Your web designer should be able to help you integrate the GetResponse web form code into your opt-in page.
Step 4: Driving Traffic

Driving traffic is probably the toughest part of the whole internet marketing process.

There’s really just two ways to do this.

**Method 1: Slow and Risky**

You spend a lot of hours every day optimizing your website for the search engine.

You’ll see results after 3-5 months.

**The risky part comes from spending months and only seeing results a few months later.**

**Method 2: Fast & Easy (My recommendation)**

I highly recommend you to simply buy advertising online through Facebook and Google.

**My personal favorite is Facebook** because you can target everything from language spoken, marriage status, location, favorite music, favorite food etc.
But that’s not the best part. Facebook is also ridiculously cheap and you can usually able to get traffic in a couple of hours.

You can check out Facebook Ads at:

http://www.facebook.com/ads/
Step 5: That’s It!

Now that you’ve set up your own system to make money online, all you need to do is sit back and watch the money comes in.

Constantly find new ways to drive traffic to your opt-in page to make sure you get as many subscribers as you can into your list.

Your goal should be to build a 10,000 subscribers list every 4 months.

10,000 subscribers list can usually yield about $8,000 in profits, in a year, you should see, $32,000 in net profits.

That’s assuming you keep your growth steady and there’s no change in growth.

Once you have 10,000 subscribers list, everything would be much easier because you can now explore more options to drive traffic like product launches,
adswap and even leverage YouTube.

For now, keep it simple, and build your main system to collect email addresses first.

Once you’ve done that, please join our Facebook Group for this book and let’s work together with other readers to scale up your new online business.

Join our Facebook Group here:

https://www.facebook.com/groups/against.odds/
Website Directories

Against All Odds Facebook Group

http://facebook.com/groups/against.odds/

Blogger

http://blogger.com

Book Bonus

http://desmondong.com/bookbonus/

BuySellAds

http://buysellads.com

ClickBank

http://clickbank.com
Desmond’s Blog

http://desmondong.com

Desmond’s Facebook

http://desmondong.com/thedesmondong/

Desmond’s Twitter

http://twitter.com/realdesmondong/

Elance

http://elance.com/

Facebook Ads

http://facebook.com/ads/
Flippa

http://flippa.com

GetResponse

http://www.getresponse.com/

Google AdSense

http://google.com/adsense/

Google Analytics

http://google.com/analytics/

Google AdWords

http://adwords.google.com/

iContact

http://icontact.com/
KompoZer
http://kompozer.net

LeadPages
http://leadpages.net/

NVU
http://nvu.com

oDesk
http://odesk.com/

SiteScout
http://sitescout.com

Visual Website Organizer
http://visualwebsiteoptimizer.com/