1-2-3 Silly Simple System
Step-by-Step Hot Report

by Jeremy Kennedy

This is a simple system you can use to setup a regular income stream on the fly.

This system will take less than a week to setup.

Once setup, you can send traffic (from the multiple sources I point out) and it will generate
cash on demand for you.

This document is simple short sweet & to the point.
No need to overcomplicate.

There will be some due diligence required but I will make it easy for you.

Let me be clear that this information is nothing "new". But it's what you need to be doing. This is the most proven method around, time tested, almost guaranteed not to fail if you just do it.

Let's get started.

The fastest and most guaranteed way to bring in money online is by building an email list and promoting products. Plain & simple.

This can be done in any niche you desire.

If you like online business & marketing, go after
that niche. It’s quick easy money.

Do you like the outdoors, or living healthy?
Are you a carpentry master?

Are you the next Chef Ramsey or Bill Dance?

It all starts in the same place.

You get customers, you put them on some sort of list
where you can mass contact them. Email just happens to
be the best.

So you have to entice them to come on your list.

You need something to offer that will provide them with value.
What would you want?

What are the top selling books on Amazon in your niche?
Those are your topics.

You don’t even need to create products yourself.

My favorite resource is Resell Rights Weekly.

Free PLR.. thousands of products you can white label and

sell as your own or give away for free.

They have them in every niche you can imagine.
Yes they have a paid upgrade membership if you want it.
I've been a paid member for years.

You get yourself one of those packs in your niche.

Typically it will include a done for you ebook.
An ebook to giveaway, a squeeze page and a sales page and covers.

Now if you want to make the best impression, what I do is hire a guy
on Fiverr.com to create a new cover for me for $5 and
maybe a new sales page header if there is one.

This just separates you from the others using it, also it will
probably come back as higher quality which is important.

Also, what I do is use WordPress & a page builder plugin
(I use WP Profit Builder) and make my own squeeze and sales page using
the text copy they have on the original.

Again this is for better quality and it's also easier to edit when needed and much more controllable.

In addition you'll now have all the power of WordPress and the bells & whistles plugins at your disposal.

At this point you'll want to open a website hosting account.

Hostgator.com is fine, the small plan works and it's dirt cheap.
Personally I have a VPS where I host all my sites but you don't need that yet.

With Hostgator it's easy to go into your CPanel and install WordPress. Then you can install any plugins you might need.

Any worthy page builder will have mountains of videos to help you figure it out (or just pay someone else to do it).

Also you are need an autoresponder account.

GetResponse is what I used. I've used Aweber as well. They both work.
GR has a free 30 day trial, no credit card needed, and is slightly cheaper than AW and slightly better in my opinion.

Once you have those items, you'll need to put up your squeeze page with your free gift then your sales page with your product for sale.

You don't "NEED" a product for sale, but you can

use PLR, and it will help offset immediate ad costs or otherwise.

The real money is in the follow-up sequence.

In your autoresponder you can set emails to “drip” out on a timed basis.
Like day 1, day 3, day 5, day 7 (every other day) or however you want.

You create this sequence once and it is set and forget. After that you drive traffic.. we will get into that in a bit but first a few follow-up sequence tips..

NINJA TIP 001:
Use a ruler to keep your emails within a certain width. I use 16px text.

Here is my ruler for this doc:
[– – – –

This allows you to keep a building momentum and progress naturally from one thing to the next.

Also you will have them in one easy place if you want to use the sequence again.

This also keeps all of your affiliate links for the sequence in one place.

NINJA TIP 003:
Look for evergreen & recurring offers.
Look for 100% commission offers.
Create your own offers.
Pay Per Lead / Pay Per Click offers.

Rebrand PLR and sell as your own.
Hire people on Fiverr to redo ecover graphic.
I do this a lot. Fast easy & cheap.

IM / MMO Affiliate Offers look on:
warriorplus.com
jvzoo.com

Non-IM MMO Affiliate Offers look on:
clickbank.com
amazon.com
ecommerce stores in your niche (ex. bassproshops.com has affiliate program if you are in the outdoor/fishing/camping niche)

CPA/CPV Offers loon on:

Offervault.com

Google is your best friend.
Find millions of affiliate offers in every niche.

NINJA TIP 004:
Always add “reply to this email…” or contact details to every email.

Reply to emails you get this builds trust and leads to loyal subs.

NINJA TIP 005:
Create a FB or G+ group for your subscribers. This boosts engagement like crazy. You can even charge for premium content.

NINJA TIP 006:
Great format for a followup is the “ninja tip > promo”.

You provide a quick tip while offering something related with more details.

For example..

“Ninja TIP: The most powerful word in marketing…”

“Just a quick tip for the next time you

are cranking copy.. studies revealed the most powerful word used in marketing is ‘free’.”

“Check out the Top 100 most powerful words here.”

NINJA TIP 005:
The more you sell the more you make.
The more buy buttons you have out,
the more buy buttons you send to,
the more money you will make.

On to traffic.

So not all traffic is the same and not all types of traffic will work for everyone who reads this report.

Some niches will do better from different sources.
Here’s a base rule of thumb.

If you are in the Internet Marketing / Make Money Online (IM/MMO) niches you want to start testing traffic from solo ads & IM affiliate email traffic. FB works too but it’s gotten a lot harder especially in IM.

When going after solo ads, don’t skimp out for the cheapest traffic. Anything under .45 a click will likely opt-in a lot to free offers but you

won’t see many sales conversions (which is what MATTERS if you are actually trying to make money here).

I recommend starting with industry trusted names who’s traffic is .45–.50 or more. Andrea Fulton (http://smokinhotsolo.com) & Matt Eacott (http://matteacott.com/soloads/) are highly trusted friends of mine I’ve known for years and are of the top & trusted sellers in the industry.

BIG names buy lots of traffic from those two, but they will serve you on whatever scale you need and provide whatever quality you are looking for.

Also you can do a search on WarriorForum.com for “solo ad” and find a long list of vetted solo sellers complete with reviews.

Another source of solo ad traffic that a lot of guys overlook is buyer list solos. Meaning, buying traffic from people who do not typically sell solo ads rather promote affiliate products and their own products.

This isn’t as cheap or as readily available. I have 8k people on my customer list and I do not sell solos to them. I have on occasion sold to a close friend for $1.50 click and would rather $2 a click.

Why? Because I can make that or more in

commissions from an affiliate product. However, if you have or make a few friends with buyer lists.. you can ask them if they will mail for guaranteed $1.50 epc (or more) and it's worth it. Their list will BUY from you.

If you do that, it should be understood that the product needs to look high quality and not look like rubbish PLR.

See what I wrote earlier about having a Fiverr guy rebrand the graphics.

Outside the IM niche…

You have a lot of options outside IM. Even more options than inside IM and the margins are usually higher.

So Facebook is typically what everyone will first point to as the go to place for niche traffic. While it can be a great place.. I recommend getting a little more.. passionate.. a little more.. targeted.

The first thing I do when going after a niche is google. I type in the niche keywords and also again with the word "blog" after it.

I look at all the results on the first and second page.

Usually you can eyeball pretty quick what to not

waste your time on.

If it’s a good looking site, they will have ads set up.. also look for an opt-in form on their site (means they have an email list). Look to see if they also have FB and/or YouTube, twitter, etc.

We are looking to see which of their channels are getting them the most interaction.

This gives us two things.
1. We now know which platform(s) our target audience are most active on.. This is very important information and will save you a lot of headache.

For example, your audience may use Twitter or Google+ more than FB.

2. Now we can ask that website owner how much we can purchase advertising for.. and quote the different platforms as well.. like “how much to send an email to your list”, “How much for a tweet”, “how much for a banner ad on your site”, “how much for a sponsored blog post”, etc.

They WILL reply to you because you are talking about money. Everyone will talk to you when you are asking to give them money. If you see any kinds of ads on their site then you know they want to monetize it.

So.. you find a couple sites like this and test

one medium with each site at a time. Unless you are loaded and just want to dump a bunch of cash into it.

But what we've done is cut out the guesswork. We are going straight to the most passionate people in your niche and connecting with them through one of their favorite and most trusted sources of information about their passion.

That is the secret recipe to sales.

Your job now is to find the right offer to put in front of them. We kinda went a little backwards in that regard but it's ok.

Look on those blogs and sites and find what the most popular articles are. Look what "targeted" ads are already running on it.

Also by this time, these sites will have retargeted the ever-loving bejeezus out of you so keep an eye open in Facebook and around the web for offers being advertised to you in your niche.

Which one do you see a LOT of. Which one have you seen running the longest? Click on them, see what their page looks like. See what they are offering.

This is all easy to get information that cuts out months of testing and tons of money lost. Just duplicate what you see already working.

They’ve done all the research for you.

For example. I built a site in the survival niche. I did the above. I can see I have two other worthy competitors on FB and around right now doing the same strategy that I want to do.

They’ve both been playing for a while, which is why I’m finally jumping into that niche, always wanted to and these guys have proven to me the model works.

So I see their ads all the time, I see their funnels. I’m doing something similar but I’m tweaking a couple things because of my own experience.

So there you have it.

Set it up, drive “hyper targeted” traffic. Make money.

Now, the first emails I get are from people who say “I already knew this.. this is old skool.. refund me”

I challenge you to challenge yourself.

#1.. This is the stuff you NEED to focus on. This is IT.

Forget about all the other shiny crap. Drop it. All. If it isn’t making you money right now or

in the next 30-day just put it aside and do what I've shown you.

Stick with it till you are making money. If you don't fail you are doing it wrong. If you want to make the money, you have to stick around after it fails and fix it.. THEN you will make money.

#2.. Complaining gets nowhere. Boy have I'm complained about stuff not working. To this day even. But every single time I figure out that it was ME that was not working.

Learning is great but if you aren't working you aren't making money. Its that simple.

This is not the "make money without working" gig. That does not exist until you are making 7 figures and even then its just a different kind of work. Managing the people working for you.

So listen up, this is a very simple step in the right direction. This is your core of your business. You can add and add and add, one thing at a time, to your hearts desire.

Make sure every time you add something, it produces positive results before you add another. Give it a time span to produce. 30 days. 15 days. Paid traffic can produce results even within a day or two.

Paid traffic is fast. Money loves speed. Take

that McD’s Big Mac away from your mouth (I know I used to be hooked but now they are nasty).. use that money instead to buy a little traffic to your funnel.

Even if you can’t buy a LOT of traffic, you can buy a “little” high quality traffic that will pay you.

You can do this. Have a yardsell at your house. Sell off some of your old crap that’s been laying around for ages.

Make a few hundred bucks? Pay a small bill and use the rest for traffic. Good traffic.

I had a yard sale and made around $500. Decent. Paid two bills had some left over.

You can do this.

Everyone else will think you are crazy until you make money.
They may still think you are crazy but the tables change.

We are crazy. To think we can earn a double full time income from a laptop and a little elbow grease.

This stuff works.

You are living proof. I wrote this simple text file.

You paid a small price to get it (thanks).

You got some serious value. If you don’t get it by now
read it again, you’ll “get it” for sure.

But now I have money and you are my subscriber (thanks again).

98% sure you learned about this via email.

99% sure I hit my target audience.

100% sure that this works and you proved it.

So go do it.

Love,

Jeremy

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