



The Tremendous Secret To Make Money Online

First Revised Edition

December 2009

By [Robert D. Payne](#)

Compliments Of:

[Robert D Payne](#)

Way back in 1950, a 22-year-old young man embarked on his career as an insurance salesman. He started out in the typical fashion: walking neighborhoods and knocking on doors. Soon, however, he discovered that giving away books, rather than business cards, was much more effective in making a lasting impression and generating sales.

Using that strategy, he was able to garner his company's Most Valuable Associate award a year later. At the age of 37, he retired from the insurance business to start two businesses of his own, eventually going on to become an internationally-acclaimed personal-development mentor.

His name? Charlie "Tremendous" Jones.

In perhaps the last interview ever conducted with Jones before his passing in October 2008, he was quoted in Success Magazine (August/September 2008, 70) when explaining the reasoning behind his book-giving strategy as follows:

Most of them cost only 10 cents and were worth thousands for the results they produced. Everyone remembered me and talked about me and the book to their friends.

Now, you may be thinking: That's a nice little success story, but I'm doing internet marketing. What does any of that have to do with me?

The answer: Everything!

But don't just take my word for it. In his tutorial video for the free viral advertising website [Traffic Sword](#), Rex Harris sternly admonishes the viewer thusly:

*... As an internet marketer who's been here for ten years, I'm gonna tell you first-hand that when it comes to marketing online, if you are not giving something away right now, then chances are you are missing out on a **tremendous** amount of results.*

Even if you're getting decent results right now, if your first interaction with

people is through an incentive that's absolutely free of charge with no strings attached, it is going to be so much better for you in the long run than if you're out there trying to advertise at face value.

It's the biggest mistake a marketer can make.

We're not Internet advertisers. We are Internet marketers. Ok? Marketers give samples. Marketers share. If you're going to receive anything in business and in life, that momentum is always started with giving. And that has to happen online, as well as it does anywhere else....

So, like many simple truths in life, the tremendous secret to make money online is – well – simple: ***Give away something that is useful and helpful to the recipient.***

Well, maybe it's not quite that simple. Actually, there is a little more to it than that.

“What's the point in giving something away for free,” you ask?

Well, it goes back to the marketing mantra that had its origins with Tom Hopkins. For the most part, people do business with people and companies that they **Know**, that they **Like**, and that they **Trust**.

A useful freebie helps establish the KLT aspect that makes the difference between success and failure in the sales arena, be it on-line or off-line. It holds true for all types of sales. If you've ever had a bad experience with the person behind the counter at a local retail store, chances are you don't do business there anymore, right?

Now, as Rex Harris points out in his Traffic Sword tutorial video, you can do a Google search for free eBooks and software that you can give away. And that is one way to find something of value to give away to your website or landing page visitors.

However, you need to think about the bigger picture. You need to broaden your mind. When Charlie Jones gave away books, they were books written by other people. But, he first branded each book by stamping his name inside before giving them away. So although you could find any old freebie to give away, that's not the best strategy.

No. What you want is a freebie you can use that'll get the recipients coming back to you. You want to use freebies that you can brand with your name or the name of your website, preferably with a link that will take a person to some internet property you control or allow them to at least send you an email message.

Using a brandable freebie is the very least you should look for when searching for an initial no-strings freebie to offer your online visitors.

Better still is to offer a freebie that you create yourself; a freebie that you can put your name on as the author. Again, consider the bigger picture. Ultimately, what you want to do is **make yourself a brand**. You want to establish yourself as an expert. You want to attract credibility. It's what Mike Dillard refers to as "You, Inc."

All of that makes getting over the KLT hurdle a heck of a lot easier. It's the first step to any proven **marketing system** that leads to new sales and repeat sales. And no doubt about it, repeat sales is where the real money is. It is much easier to sell an existing customer than it is to find new ones. That's where residual income starts, which leads to true wealth.

Personally, I prefer Passive Income Generators (PIGs). A PIG is something that produces income day in and day out – without you having to do anything – once you get it set up.

For instance, I have a handful of free content websites that I own. I originally had a dozen or so websites. I don't try to sell anything on those sites. I have only Google AdSense and Chitika ad units on those sites as a way of generating revenue from them. I invested quite a bit of money in those sites up front – about \$14,000 to be more precise – purchasing articles from freelance writers so I could fill the sites up with original content.

I purchased all those articles just one time – five years ago as of this writing. The two main remaining websites still keep generating money, month after month after month. One term I came across in Yanik Silver’s book *Moonlighting On The Internet* that describes such sites is “online oil wells.” Having online oil wells is nice, indeed.

“So, what happened,” you ask?

Well, I was trying to make money with my content sites by relying on search engine traffic. With those sites, my traffic – and ultimately my income – is tied to search engine rankings. As Brett Ingram points out on his [Traffic Python](#) and [Web Traffic Juggernaut](#) websites:

SEO techniques are a moving target nearly impossible to hit, and even if you get lucky they'll change the rules again

I’ve been the victim of changing search engine algorithms several times since I put those sites up. It’s what Cornelius Butler of Butler New Media calls “The Google Slap.” I’ve learned that I need to find ways to make money online that don’t rely on Google rankings. And so should you.

Another online income strategy is to sell other people’s products and services as an affiliate. I’ve actually tried that with my content sites. I added product listings from Amazon, eBay, and other online retailers. But, I found that people clicked through to those sites and then **didn’t buy anything**. I actually lost money by having affiliate ads on my content sites because they were draining off clicks from my Google and Chitika ads. After a week, I disabled them.

You see, the biggest problem with trying to make money through affiliate sales is that you’re relying on the ability of the sponsoring site to close sales. And, that is something over which you have no control. Personally, I am appalled at the majority on online retail sites I come across. Most of them are full of distractions and have confusing layouts, which literally stops sales dead in their tracks.

Now, if you've been involved in Internet marketing at all, you've probably heard this axiom: **The money is in the list.**

In addition to building yourself as a brand, you want to capture leads and build a list of prospects. Many Internet marketers use lead capture pages where one is required to fill out a form with a name and email address in order to gain access to the "free" eBook or whatever is being offered.

Personally, I'm very hesitant to give out my name and email address for every freebie offer I come across. Sure, I could create a junk email account, but then I still have to keep filling out the little forms, submitting my information to people who I do not know and, therefore, do not like or trust. It gets irritating after a while. And, most of the stuff they're giving away is re-hashed PLR stuff that's been around for ages.

Let's revisit that idea of junk email accounts, for a moment. You've got to wonder if capturing email addresses is really even all that useful these days for the simple fact that people can create junk email accounts so easily. If you're expecting everyone who wants your freebie to give you a good email address right off the bat, think again.

So, why not give away something without requiring an email address? I think you'll have better odds of getting a good email address, with which to build some rapport, if and when the person comes back for more stuff that does require a name and email address.

That's why I offer this eBook without requiring an email address. As Rex Harris states in his video, you should offer something free – with no strings attached. Obviously, you can't build your list of leads if you're giving away something without even requiring a name and email address, right? So, how do you deal with that?

Here's how: Direct the recipient back to another freebie for which they do have to provide a name and email address. I use the free eBook [*20 Ways To Promote Your Website*](#). That eBook was written by someone else and is not brandable, which was one of the criteria I mentioned above if you recall.

Hopefully, by this point, I've established a bit of a relationship and some credibility with the prospect. Hopefully, I've made enough KLT progress so that the prospect is now more open to providing a name and email address so as to get a second free item that is both informative and useful. Those names and emails go straight into my TrafficWave.net autoresponder. This is the only way in which I suggest using non-brandable freebies.

Now, speaking of autoresponders, there are other autoresponder services out there besides TrafficWave.net. Aweber has been around forever. There is also Get Response, Constant Contact, along with many others. But, remember how I wrote that I like PIGs? TrafficWave.net has the potential to become a big, fat PIG.

You see, TrafficWave.net is a subscription service that pays affiliates **ten levels deep**. That can turn into some serious money – month after month. It's a heck of a lot better than the one level offered by Aweber and the two levels offered by Get Response.

Simply stated, along the way of building yourself as a brand, you want to steer your leads and prospects to products and services that offer the ability to create another PIG for yourself. You need to always be thinking: Multiple streams of income. That way, if one source of income goes away, you're not going to be dead in the water. Donald Trump once claimed to be involved in 500 different businesses.

And don't overlook domain names and web hosting. Ultimately, you will want to get your own domain name. And in order to facilitate creating yourself as a brand, you will want to **get a domain name made up of your name**. You will want to **get web hosting** to go along with that domain name. You'll want web hosting that offers plenty of features, especially PHP scripting and/or ASP.NET plus a database.

In fact, I urge you to go to Tremendous Hosting and purchase your domain name right now, while you're thinking about it. With it, you'll get a free ad-supported web hosting account with a free blogging application so you can quickly and easily get your personal branding site established. If you don't want free hosting with ads, the economy hosting plan is very affordable.

Remember earlier that I wrote that giving something away for free is the first part of a **proven marketing system**? I've provided a glimpse of some of the parts of the proven marketing system I use.

Let's do a quick recap of the salient points, thus far:

1. Give away something free – no strings attached – that is useful and helpful.
2. Direct the recipient to download another free item for which a name and email is required so you build a list of leads and prospects.
3. Your ultimate goal is to make yourself a brand that people know, like, and trust.
4. As you go about building your brand image, also work at building multiple streams of income.
5. If you plan on selling anything online, you need cleanly designed websites that are geared toward closing sales.
6. You want to get a personalized domain, using your name, and a web hosting account.

There is obviously a lot more to online marketing success than the six points I just listed. And it is going to take an investment of both time and – yes – money to gain the inside information and expert advice you will need.

Remember, earlier I mentioned online oil wells? There is also a concept or strategy called a “funded proposal.” In its strictest sense, the term refers to setting up your marketing so that the advertising pays for itself. Think about the classified ads you've seen that say, “send \$2 plus a self-addressed stamped envelope (SASE).” In some cases, the advertising actually turns into a source of income in its own right.

In a broader sense, you can actually make your education in online marketing a funded proposal. As you've probably guessed by now, this eBook that you're reading is a brandable freebie that you can give away. More important than that, it is actually part of a **proven system that you can use** to cover the expense of learning the online-marketing ropes.

You'll be surprised to learn that you can create a funded proposal with a simple browser toolbar.

Let me explain.

A company in Arizona named Boloto Group offers two synergistic programs. These include a free brandable toolbar and a [flat-rate advertising service](#).

Remember, I mentioned earlier that I use Google AdSense on my free content sites? Well, the way AdSense works is that whenever someone comes to one of those sites and clicks on an AdSense ad, Google gives me a cut of the money it collects from the advertiser for that click.

Well, with the [invite5 toolbar program](#) from Boloto Group, instead of website owners getting a share of the ad revenue from each click, the person who actually clicks the ad and visits the advertiser's website gets a share of the ad revenue.

When people sign up with the invite5 toolbar program, they fill out a short survey that provides demographic data. Toolbar users are then served ads about things they're actually interested in knowing about. As knowledge of this program becomes more common, I can see it actually becoming an AdSense killer. Who could say "No" to getting paid for clicking online ads?

And that's not all. The Boloto Group has designed the invite5 toolbar program to be highly viral by offering a cut of the ad revenue down through seven levels of users. Remember how I said that a funded proposal can become a stream of revenue all on its own? Well, with an audience of 70,000 people under your invite5 toolbar account clicking five ads per day, for example, you'd be raking in around \$40,000 per month.

Heck, what if you got just ten percent of that – each month? Not a bad deal, eh? Best of all, it's all free.

And remember, I said it's a brandable toolbar. You can brand a link button on your toolbar, which helps keep **YOU** in the forefront of those using your toolbar. Simply stated, it'll help build **YOU** as a brand.

What's more: You'll have access to the email address of each person who signs up directly underneath you. You can then send an invitation to your newest team members inviting them to download another freebie, which should require joining your regular autoresponder mailing list.

Or, simply ask them to join your mailing list to ensure they receive updates. I recommend sending only one invite email so you don't get accused of spamming. That's why you want them to opt into your autoresponder system.

I urge you to seriously consider getting your own [free brandable toolbar](#).

Once you do, you can get your own copy of this eBook branded with your Boloto Group links, which you can then give away to help build your credibility, your brand, and your funded proposal income. You can put up a page similar to the one on my site here:

<http://www.robert-d-payne.com/robertdpayne-toolbar.aspx>

Here's a video demonstrating how I implemented the invite5 toolbar on my website:

<http://www.youtube.com/watch?v=YeodCDhmICQ>



May you create the life you desire,

Robert Payne

<http://www.robert-d-payne.com>