

The
INTERNET
MARKETING

JOB
INSURANCE
PLAN



Your Key to Taking Back the Power from
Your Employer...
and Achieving *Independent* Financial Security

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A Note to the Reader

This manual is intended to give guidance on how to start an Internet marketing business as a means of financial security, referred to herein as "job insurance." The advice given is for general guidance on e-business practices, and is not a substitute for retaining a professional advisor or consultant on either unemployment benefits or Internet marketing.

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PREFACE

By Robert W. Bly

When I graduated college in 1979, I knew a good job was waiting for me and it was an assured thing.

Moreover, when I started on the job, most of the older workers had been at the company for 10, 20, or 30 years.

We had the expectation in those days of not just being entitled to a job, but of having job security—working for the same company for life if we wanted to. And many of us did.

All that has changed.

"Joblessness is here to stay," proclaims an article in *Newsweek* (12/21/09), "[and] high unemployment will be a fixture for the foreseeable future."

Today we not only have lost the illusion of lifetime job security; we aren't even guaranteed a job anywhere at all.

Without a job for income, most Americans are in financial peril. They can't pay their bills or the mortgage, have no health care insurance, and are in danger of foreclosure on their homes.

Many of the unemployed can't even sell their house to raise money, as nearly one out of four homes in America is worth less than the mortgage on it—which means you still have a balance on the mortgage to pay even if you sell your home to pay it down!

Unemployment insurance isn't the answer. It runs out in 26 weeks, and COBRA, the extension of your health benefits to cover you when you are out of work, also runs out eventually.

My solution is *The Internet Marketing Job Insurance Plan*. That is a plan for developing a spare-time source of passive income from the Internet sufficient to live on should you lose your job and your salary.

With this passive income stream, you gain a degree of financial safety and protection most Americans lack: Even if you lose your job, you still have a steady income—enough to pay your bills and then some.

We set as our goal in *The Internet Marketing Job Insurance Plan* an online income of approximately \$100,000 a year, which is a little more than double what the average American earns per year.

To earn this extra \$100,000 a year, you can “work” at your home-based Internet marketing business an hour or two in the evening, a couple of nights a week, and maybe a few more hours on the weekend.

You do not need massive traffic or sales to reach this level of passive income online. **If you sell just \$274 a day of products on the Internet, 7 days a week, 52 weeks a year, you will earn \$100,000 in a year.**

That does not mean you have to work every day of the year on your Internet business. The great thing about an Internet business is that it generates passive income: You get orders round the clock, whether you are working on the business, watching TV, or even sleeping.

It takes time to build up an Internet business to the \$100,000 a year level, so don't wait until you get fired to start. You should start and build your spare-time Internet business NOW.

That way, if your boss hands you a pink slip, you can laugh, because your outside income from the Internet gives you total freedom to stay home and not have a nine-to-five job anymore.

On the other hand, if you keep your day job, you will have an extra \$100,000 a year in income, and I'm sure you can find something to do with it.

"U.S. unemployment is likely to remain high for years to come, as much as 7 or 8 percent even into 2014," reports *Newsweek*. "The average American will not be better off in 5 years —unemployment will remain high and wage growth will continue to be flat."

Clearly, you need something better than conventional unemployment insurance, which runs out in about six months. The answer: *The Internet Marketing Job Insurance Plan*, which pays you \$2,000 a week for as long as you want it—even for the rest of your life.

But don't wait until your boss calls you into her office for "the talk." Put your Internet job insurance plan into action today. And enjoy the financial security and freedom that having an EXTRA six-figure income at home can bring.

INTRODUCTION

If the last couple of years have taught us anything, it's that the nine-to-five is no longer secure. And turning it into an eight-to-seven isn't going to help much either.

Because the idea that if you work hard enough, long enough, and loyal enough you can protect your place in corporate America is no longer, well, novel enough. *Everyone* is staying late, accepting less, and agreeing to do the job of two people. So, sacrifice—or talent for that matter—no longer puts you in the safe zone. With companies closing and layoffs left and right, everyone is at risk.

It's a fact: Your job—and therefore your livelihood—is less secure. And it doesn't seem to be changing anytime soon. In other words, you are going to have to live, from this point on, with insecurity and fear about losing your income.

According to the September 21, 2009 issue of *Time* magazine, double-digit unemployment is here to stay: "With nearly 10% of Americans idled, the country faces the prospect of long term, double digit unemployment," the source states. "Even after growth returns, many jobs won't."

Forbes.com seems to share this sentiment. A pessimistic August 5 post notes, "Unemployment is a lagging economic indicator and as such it tends to continue rising for several quarters after the economy has bottomed out."

If that's not negative enough, the article goes on to predict the possibility of a "jobless recovery."

The article states that the possibility of unemployment *remaining* high despite an economic recovery is currently "heightened by the tendency of companies to reduce employees' working hours and to bolster their reliance on part-time workers."

Obviously, this sounds like a lot of bad news. And if you're thinking I'm trying to scare you, you're right. But there's good reason...

If you face the fact that "job security" is essentially gone, and use this to *motivate* yourself to put in just a little outside effort, now is the perfect time to safeguard yourself. It's the perfect time to banish the stomach-churning anxiety that comes from putting your family's financial future in someone else's hands.

How?

With a low-effort plan to relieve financial worry forever...

Start an Internet marketing business as "job insurance."

If you're like I was, when you think of an Internet marketing business, you probably imagine you'd have to morph into Mr. Millionaire Internet Marketer. You know, the crazed maniacs who are always screaming in your face and sending out a zillion videos and e-mails and blog posts a day.

Because, yes, these guys make millions...but they never sleep! (And, to me, these complicated, labor-intensive schemes are just as bad as *having* a job—they're entirely too much work.)

But there is a difference with starting a spare-time business as *job insurance*: You don't have to be the person who's obsessed with building an online empire (heck, you don't have to know what a blog post *is*). In fact, this plan is created for those who aren't.

So what exactly is different about starting an Internet marketing business as job insurance?

This plan is the *simple, low-key* way to start a spare-time business. It's for people who just want a sense of security about their finances—or a second income—so they can enjoy life. Kick back with the family. Travel a little.

Also, this plan is NOT created just for writers. Because while selling information products is one option, you certainly don't have to create them yourself! And you can certainly sell something else as well.

In addition, an Internet marketing business as job insurance requires almost no overhead (since you work from home) and only about one hour a night after work, and a few hours on a Saturday here and there. That's it.

Given the minimal amount of time involved, it's no wonder people call it "a second income without a second job."

Moreover, for just a few hours a week, you can easily earn a modest \$100,000 net income a year.

Now I know that \$100K won't let you live extravagantly. But it is going to give you peace of mind by providing you with "job insurance" that never runs out.

It's also going to give you freedom at your current job. Because when you have a stable income to fall back on, you'll find you approach things differently: You are more relaxed, more composed. You don't feel a sickening do-or-die desperation every time the boss calls you in for a conversation.

Finally, while *The Internet Marketing Job Insurance Plan* provides job insurance, you don't have to leave your job. Because, yes, you might never get "downsized" ...or you may decide retirement is not for you.

In this case, enjoy the job insurance as a second income. Enjoy being affluent with an *extra* \$100,000 a year. And enjoy the chances this additional money allows you to take—chances that will probably end up making you even *more* money, because you are not functioning from a place of fear.

As a side note, do you ever wonder why the rich get richer? I know why. It's because they can afford to take risks the rest of the population can't...the kind of chancy opportunities an extra \$100K allows you to grab hold of.

So now that you know *why* a spare-time business as job insurance is the easy answer to claiming financial freedom, let me answer “*why now?*”

Well, securing a second income has always been smart. But it’s never required so little *effort*...or been so lucrative.

As you have probably guessed, the Internet makes buying wholesale products simple. It makes leisurely selling publications from your living room (in your pajamas) possible. And it makes increasing the volume—if you so choose—an easy opportunity.

Just ask Bob: He’ll attest to the fact that his own marketing business has doubled since taking it online.

It also means that Internet success can be claimed by people with no previous writing or marketing experience. At least for now.

Because spare-time Internet businesses are at a tipping point.

Not enough people actually realize how simple it is, so the market is not yet saturated. Yet there’s enough information out there (like this plan) that you can figure out how to do it quickly and in a series of steps.

Furthermore, the masses haven’t yet caught on that you can just set up shop, sell something online, and make a comfortable living.

In other words, time is a tickin’.

So let’s get started with Step One...