



Ian Jackson's

Exceedingly Low-Priced Home Business

Newsletter

Real Life Income Opportunities

Use Your Online Business To Turn Intangible Assets Into Tangible Assets!

Many smart marketers are using their online investments to invest into more tangible assets such as offline businesses, land, precious metals and the like

While I genuinely believe that the next big mainstream boom on the internet (i.e. something that the average person can get into) is going to be **website development** ..

I'm talking about buying and selling internet and website only based businesses

I also strongly believe that with the current state of most of the economies in the West it also makes sense to invest in hard assets such as land, gold, silver and 'always in demand' offline businesses

And what better way to convert an intangible asset into a tangible one that setting up online income streams that fund your offline ventures?

Many marketers have income streams that wholly fund their ventures into offline business.

There are also many clever people who run shops where the lease is paid by the online sales not the actual physical sales of visitors coming into the shop.

Why not go completely offline?

Because while an actual shop might not be profitable enough on its own to exist, combine it with offline sales and you end up with enough money to pay a fulltime manager to run it and a part-time employee to fulfil the online sales in the back room.

It ends up being totally self-contained, you don't have any stock to take up room in your home AND there's still enough profit to either pay for your next venture or if you're wise, to pay the mortgage on the shop so you own the building in a number of years.

This is possibly safer than any pension from any government or held in a 'pot' by someone else on your behalf.

You control it.



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You can change it

You are responsible for it

I know of people who have websites that rank for keywords in the gold niche.
(Not an easy thing to do these days)

So the content is very much about buying bullion, buying and selling scrap gold and trading in 'paper' gold as well as buying the actual metal.

Not actually DOING it – just the content site that ranks high for key words and gets lots of hit.

The site has plenty of affiliate ads, pay per click ads (such as Google AdSense) and other monetization methods on it.

In one case, the money that comes in from the site's PPC, investment affiliate schemes or even gold-related Clickbank products **pays for the purchase of physical gold**, which again in the current economic climate isn't a bad idea.

What a great idea eh?

Let the money that comes in from ads on your sites pay for physical assets.

Intangible to tangible - income streams that allow you to invest in the real world as well as the online world might be something we'd all be wise to think about in the current climate Nice.

Dumping The Dead Weight...

Quickie here...

If you get complaints back when you send out your autoresponder email, and they're obviously from idiots.

I'm talking about people who complain about how you do things, or that your email has a typo, or that the products you sell are too expensive or that your hair isn't short enough...

(You'll know 'em when you see 'em)

...just unsubscribe them.

If you're on my list you'll know that I don't sulk if you challenge me or pull me up on something on I've written - in fact I encourage debate, argument and the



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like because I can back up my opinions better than many marketers.

But sometimes you WILL get a complaint or moan from someone who is obviously just a prick, and it's not worth your time to do anything other than dump them.

So here's my quick tip:

Instead of searching through your Aweber account to find their email address and manually delete then, just use their own laziness against them.

They've probably just hit 'reply' because your carefully crafted broadcast email has rubbed them up the wrong way, so scroll right the way down to the bottom the email you originally sent and you'll find their personal unsubscribe link.

This is the one automatically inserted by your autoresponder service.

Just click it and on the options screen unsubscribe the bugger.

Makes your day!

The Warriors In YOUR Business

Throughout our history there have been many attempts to create a "super soldier": faster, stronger, more intelligent, more resistant to injuries etc. Attempts have been made using both technology and medical sciences.

All through our past, there have been several efforts to create a "super warrior"; better, stronger, faster, both physically and mentally, and using science & tech. Back in the 1970's there was the "Six Million Dollar Man" series, and its spin-off show, "The Bionic Woman"

Hollywood filmmakers like to make science fiction movies depicting both the successes and failures of such experiments. I'm sure each of us can think of several examples, like the Universal Soldier series, the Bourne series to name a couple.

Movie makers make Sci-Fi pictures about the success and failures of such projects and experiments, the aforementioned one being one the successful ones, but others that are no so. The James Bond series is another example.

The underlying premise is that we should strive to come up with better, more efficient ways to deal with wars and



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conflicts, to understand how to make our troops stronger and better than those of the opponent. Very few actually stop to consider that our serving soldiers are all unique; super warriors in their own way.

They may not be the fastest, or the strongest, or the most impervious, they each one them has both strengths and weaknesses. And in each, is the heart and soul of someone willing to serve, to put their lives on the line for their country (or cause) they believe in.

Don't mis-understand me... I disagree with any type of war, BUT it is a good lesson in business. Organisations are constantly doing the same thing, searching for ways to improve performance, efficiency, how to get more out of their employees, for greater productivity in shorter timescales, and ideally, hopefully, at a lower cost. What's often forgotten is that each and every employee or contact you have is a "super warrior"; they too have strengths and weaknesses, and to get the best from them you have to understand them better.

The same principal applies to your team of outsourcers and suppliers, if you understand each of the links in your supply chain, you can play to each one's

strengths. You can achieve superiority throughout your whole online business. To do it all you need to do is understand the people you work with that little bit better.

Look around yourself right now, who are the outsourcers you work with consistently?

How well do you actually know them?

What skills and strengths might they have that could help you move further forward that you aren't making use of or may not even know about? Be they outsourcers or suppliers, the chances are they have ideas and skills that could help if you took the time to listen to them.

Unlike in a traditional offline business, our "employees" are usually outsourcers, and if there is a failure I one or more of them, for any reason, we can simply choose another, minus the bureaucracy of "hiring and firing" that one would encounter in a High-Street business.

(I discuss with outsourcing elsewhere)

Case Study: \$9,487 A



Month Income Stream From A Free Course!

So this is a marketer who has created an income stream - a recurring income stream - for himself of just under **ten grand a month** by offering a membership to his free course. His strategy is beautifully simple, almost old school (skool?)

His course is aimed at newbies and his advertising and traffic are aimed at both those people who have just discovered IM as well as those who've been around for a bit but haven't had any success whatsoever.

His free course is fundamentally how to set up an internet marketing business and reach X amount of money per month in X amount of time.

(Classic sales page headline in that description above too, eh?)

It's a great quality and BIG course that newbies can sign up for at one of his various squeeze pages or blogs.

The course is very cleverly structured so that it encompasses pretty much ALL of

the main ways to make money with an online business...

PPC

Affiliate marketing

Product Creation

Blogging

Flipping

Amazon

Review sites

Software development

...and so on

And as they make their way through, the members are encouraged to decide which of the methods they'd like to base their own online business on. He includes the basics of each of the methods, how they work, are they easy or hard to set up, potential, skills needed, personality traits needed etc... It's very well done.

And this is how he monetizes it:



He simply gets them to a point where they've decided which path they want to follow and then says:

This is the course you need if you want to develop your business in this niche in the best and fastest possible way.

And gives them his affiliate link to a course he's found for each of the various 'paths' created by other marketers.

He ONLY ever promotes recurring courses.

Not only that but he also signs up to the affiliate programs of related products - tools, services, software and whatever else and recommends those too.

There are some pretty high -ticket services among them too - paying extremely decent commissions.

Cleverly, he doesn't include anything like this in the first few weeks of the training - he builds trust first and establishes himself as an authority.

Then he recommends courses - ONLY recurring courses remember, and

related services and products to the subscribers.

Lovely model eh?

Best of all, the (slightly less than) ten grand a month he earns from the recommendations is only part of his income.

He also produces products and sends emails to the list that he builds from the free courses with promos, recommendations and last time I looked he'd started selling solo ads too. I don't know the figures but I DO know how much an email list can bring in a month so I reckon he doubles that ten thousand from simply mailing his list each month.

And of course once the course is produced all he needs to do is pour people in the top and take the profits :) He'll need to keep it updated and keep an eye on the market for new products and better 'fits'

For the courses he recommends but it's a pretty hands -free business for most of the time.

This is an evergreen model that can be replicated if you're willing to put the work in and set up the infra-structure.



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Case Study: \$5,000 A Month From This Offline Lead-Grabbing Technique!

This is an interesting little technique. The lady who operates this system is UK based but it would work anywhere I reckon.

I'm told she's OK with me sharing it because she's quite a hippy and believes in Karma rewarding her for helping other people.

Good lass!

First off she doesn't provide anything out of the ordinary in the offline business niche.

She offers SEO and website design services to local businesses.

She outsources the actual work, but also earns recurring monthly fees for providing services such as hosting, domain name registration, providing autoresponder services, licensing various software, being available for support

and creating or updating email sequences.

Nothing too revolutionary although she's set it up nicely.

No, the thing she does differently is how she gets her leads and turns them into customers.

It involves contacting business professionals such as accountants, lawyers and anyone who deals with business owners.

For example trade suppliers who supply plumbers or carpenters, and **asking if they'll let her put her own little point of sale display in their shop, office or retail desk.**

She's had made some really nice looking little point of sale boxes, which hold small cards, which are about twice the size of standard business cards

On the cards and on the point of sale box she offers a FREE 20 minute consultation about why their website isn't getting them enough visitors and how to fix it.

There's a little more to it than that – it's worded very cleverly and is a good offer



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– but I'm not going to give her whole method away.

So the whole thing sits on the counter or near the cash register and offers a free consultation to any business person and who wants more business (who doesn't?) through their website.

And visitors pick up one of her card/brochure sheets from when they visit their supplier, accountant or whatever and can either book the consultation online, by email or phone.

The cards are all marked with a code so she can give a commission to the business that lets her place her point of sale display with them.

Here's the sexy bit – her conversion rate on these 20 minute free consultations is over SEVENTY percent.

Obviously, she has testimonials, examples and sites to show them already prepared, but she ALSO does a little research on their main competitors and throwing their name casually into the conversation usually makes the client very responsive.

Obviously, her point-of-sale displays aren't the only way she gets leads but it's the thing that gets her highest conversion into sales.

My own interpretation of this is that the cards work because many of them are placed where people **wait...**

At a trade desk maybe waiting for a part to be brought up from the stores, or on the coffee table next to the magazines in a solicitors or accountants office while you wait for an appointment...

...and because they're the sort of places where business owners are, she's targeting the people she needs to hit.

I think you could put different tweaks and angles on this and make it even better with a little thought, but it's good

Really good.

Next Month...

I'll be sharing with you my life as a parttime internet marketer over the **next 30 days**

Promos ...Products ...Profits...



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...and I'll show you how to buy cheap MRR and PLR rights (we're talking less than \$20 here) and how to turn that into a recurring monthly income time and time again (very clever one this)

I explain all next month

And much more ...In next month's issue

Ian Jackson

SAMPLE