The Millionaire Mindset

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Introduction

I wrote Millionaire Mindset for anyone interested in improving his or her prosperity using a path of least resistance.

Special focus of this book is to show you a system that can safely lead you to prosperity and financial freedom.

To be more specific, I’m going to show you the easiest and most rewarding way you can start making money doing what you love.

You can do it even if you’re over 80 and no special skills are required.

Many students of Manifestation Masterkey have been using this process to achieve remarkable financial results and life of complete financial freedom.

You can gain great insight from this book regardless of your faith or beliefs. Even if you are:

- person who only relies on facts and science
- spiritually minded person,
- religious believer
- rely only on your own experiences

The Law of Attraction believes that by focusing on positive or negative thoughts a person brings positive or negative experiences into their life. This phenomenon has been studied for ages and practically all manifestation systems are based on this belief.
Neuro-linguistic specialists and experts in modern psychology also rely heavily on the Law of Attraction in some of their studies, even though they don’t publicly admit that.

In the past 6 years I have travelled the world, learned and tested many manifestation systems and techniques.

Some of them were more scientifically oriented while others were purely spiritual and even biblical, especially one that I learned in Israel and Morocco.

**Who can benefit from this book?**

If you’re reading this book, you probably already feel that thoughts and beliefs are shaping your life. You will find value in this book:

- IF believe FREEDOM is not FREE but it’s worth fighting for
- IF you are ready to learn, apply and grow personally
- IF you want to significantly improve your prosperity
- IF you spend countless hours at work for a tiny cheque you get at the end of the month ...and want to work 4 hours per week
- IF you have a business but you work too hard for little profits
- IF you want to travel the world or pursue your passions but have no time or money for that
- IF you want to have enough financial resources to cover any possible expenses in the future for you and your loved ones
- IF you want to create the lifestyle and live the life you’ve always wanted
You won’t benefit from this book …

- If your mind is closed and not ready to accept and process new information
- If you just learn but never act on the new information
- If you blame and criticize others for where you are now, never wanting to take charge of your own life
- If you only wait for things to happen to you
- If you believe the world is a bad place

At the end of this book, I have added few bonus chapters about unique way subconscious healing, just to give you a taste of how and why human thoughts may be directly responsible for your physical condition and how Manifestation Masterkey is able to help you improve your health by core false beliefs.

But first, let me show you how you can BOOST your prosperity, achieve financial freedom and create the lifestyle of your own choice by making money doing what you love!
The Content

#1 The Expectations – Who You Can Become
In this chapter you’ll discover that there is simply no limit to what you can achieve using this system. If you put information in this book into practice, you will become financially free and many difficult financial issues you may be currently facing will be gone, for good.

#2 Two Core Subconscious Abundance Blocks
Learn about the two primary blocks that are holding you back from starting your own journey to abundant living.

#3 Removing Scarcity Beliefs
This chapter reveals simple truths on what it takes to make money, achieve prosperity and financial freedom. I am going offer surprisingly different perspective that will help you get on the right track with full confidence.

#4 Intro to The Masterplan for Your Passion-Based Money Machine
Discover several ways how you can make money on your own passions and interests. All have worked in the past and will work in the future. Thousands are silently getting rich with this business model. You can be one of them.

#5 Intro to Launch, Scaling and Automation
This is where we’re going to put all the pieces of puzzle together so that you have perfect idea how the business is going to work for you. Discover the simple tools needed for you to create your perfect lifestyle business that will work like clock.

#6 Detailed Step-by Step Plan to Create Your Money Machine
Start here and follow the plan to the point. This is your ticket to financial freedom and your growing passive income. Guaranteed!
The Expectations – Who You Can Become

By the end of this book, you’ll have the knowledge to kickstart your new journey toward independence and financial freedom.

The way to prosperity and financial freedom I am going to present you in following pages has worked for years and will be relevant even more in the next decades.

Thousands of ordinary people of all ages use this approach and silently get rich along the way.

Once you start making money with this method and make more than you make in your 9 to 5 job, you can quit, burn your CV and focus only on growing this new source of prosperity ... from any place on earth.

So, the only limitation on what you can become is up to you.

You can design your own lifestyle as you like.

With a lot of spare time and money accumulating in your bank account, you can either travel around the world, cash out a new car or house, invest into better education for your children or just save up for years to come.

This book will show you the best way to start up your own business, your own money-making machine.

But first, let me set you up for success, right now!
Two Primary Abundance Blocks

For centuries, people tried to decipher the structure of human mind and the powers it hides deep within.

In my Manifestation Masterkey program I go deeply into activating these powers using two different ways of manifestation:

1. Advanced Subconscious Power Method
2. Ancient Quantum System I learned in Israel back in 2012

Main reason for failure to live an abundant life is the content of your subconscious mind - beliefs you unknowingly hold deep within.

Let's look at the first two:

1. I'm not destined for abundance, it's just not my fate

To overcome the first one, you simply need to stop blaming destiny, fate, adverse conditions, parents and people around for your current situation.

Whenever these thoughts come into your mind envision a large STOP sign in your mind and immediately ask yourself:

What can I do today, to live the lifestyle of my dreams tomorrow?

The only true creator of personal prosperity and financial freedom is you – when viewed from the perspective of Subconscious Manifestation Method. Take charge of your current and future actions.

Plant a new seed today, so that you can harvest its fruits tomorrow.
2. Lack of clarity and vision

You need to know WHY you are going to do a certain thing in your life, otherwise the HOW is not going to work.

Answering the question “What’s in It for Me?” when I get on the path to prosperity and financial freedom is of utmost importance.

Feed these answers to your subconscious mind and you are halfway through on your path.

Your subconscious mind will help you out along the way to your success.

I urge you to spend couple of minutes thinking about your desired goal. This little exercise is the stepping stone to your success.

Set aside 15 to 20 minutes of your time, take a pen or paper and write these questions down.

Then, contemplate them and write definitive answers on each question. Your maximum honesty is your best bet here:

1. How much money am I asking for exactly?
2. Why do I want the money? How will I use them?
3. Negative things I don’t want.
4. What am I willing to sacrifice for this desire to become real?

This last question is crucial, and you need to come up with an answer.

Remember, nothing is for free and that is a Law.

This law has been long known in modern physics as The Law of Conservation Energy, defined by Rudolph Clausius in 1850.
If you ask for something you wouldn’t normally get in your life, some amount of subtle energy will be devoted to materialization of your desire.

And that energy will have to be replaced in one way or the other from your own resources.

Here’s an example how to answer those questions:

1) **I want** to reach a monthly passive income of $10,000 per month because then, I will be able to pursue the lifestyle I’ve always wanted.

   Part of my lifestyle includes driving my own Dodge Viper, living downtown in my own 5-bedroom apartment and travelling to following countries ...

2) **I don’t want** any debts anymore because they make me feel like suck and I can’t focus on anything else. I would also like to improve this and this health condition and stop meeting this and this person that always sucks a lot of energy out of me.

   (you can be open here and state even more unwanted things that aren’t directly responsible for your current financial condition)

3) **I am willing to sacrifice** some of my free time to achieve the things I want even if it takes ... write down what it will take to set aside 30 minutes each day, or every second day to achieve your objective at your own pace.

   Be as specific as you can in your answers. Done? Let’s move on!
Removing The 7 Core Scarcity Beliefs

With the two primary abundance blocks removed, there’s one more task to do before we get to the meat of the money-making system. I want you to remove the remaining subconscious blocks that may be preventing your success.

Your life and the whole Universe is driven by Principles and Laws. Let us briefly look at the essential one: The Law of Cause and Effect. If you plant an onion, you can’t expect that a rose grows up from the onion seed.

This also applies to your beliefs and doubts you hold in our Subconscious Mind.

The Universe is fair. It never fails to disappoint us. The only one who disappoints is us. Every person spreads seeds every time he or she thinks.

Good or bad, all thoughts grow silently along each other, and it is only a matter of time when we harvest what we planted.

This means that by right of consciousness you’re exactly on the spot where you’re meant to be, right now.

That’s why from now on, you need to plant your thought seeds carefully and with Wisdom.

There is no fate, only our planted seeds.

Once you understand this concept, you can start planting new seeds and expect to see different results.
So here are the 7 core scarcity beliefs:

**#1 I don’t have money/I can’t afford start a business**

Majority of people think that to start a new venture, they need money.

They are blaming their current conditions and circumstances, by which they are trying to excuse and postpone acting on the idea of starting their own business.

The truth is ...

You don’t need to have any money to start. If your business idea requires a lot of money, you’d better find a better business model.

We’re not trying to build a physical business here, like cafeteria or restaurant that require a lot of startup costs ... we’re going to talk about a VERY SMART way of doing business here.

**#2 Starting a business is difficult**

This is another common false belief, otherwise known as the False Belief of Overload.

When people hear the word start-up, business or selling they immediately connect it with a lot of issues and struggles.

Without even looking at what kind of business is being discussed.

There are many business ideas and business models that indeed are difficult to launch and run, but again it is not our case here.

We’re going to talk about the SMART WAY here.

And you don’t need a PhD/doctorate/degree whatsoever for this kind of business.
Not even giant entrepreneurs like Bill Gates, Warren Buffet, Mark Zuckerberg, Richard Branson or Steve Jobs have them. Some of them don’t even have diploma!

**#3 I am not ready now, the time hasn’t come yet**

Most people just wait for the “RIGHT TIME” to start something new. There is never the best time, ideal time or right time.

In fact, only you can make the TIME RIGHT.

The rule of thumb here is, the sooner you start the earlier you will taste the fruit from your actions.

**#4 Starting a business takes a lot of time**

While this may be true for many businesses out there, it doesn’t apply for the start-up I am talking about in this book.

If you’re able to set aside 30 minutes every second day and follow a good plan, you should see your first profits coming in within 4 to 6 weeks.

**#5 I didn’t invent anything new/There is too much competition**

This is a big obstacle for many people as they are convinced that they need to come up with something new to start seeing large profits and become successful.

They can’t be further from the truth.

The right belief here is that the subject of your business can be anything that has already been invented, but you’ll do it differently and better than the rest of the competitors.
For example, there are many fast food chains in the world, right? All offer food but each makes money differently. McDonald’s owns the best corners in the city with a lot of people walking by, so for them it’s easy to keep the business growing.

Chipotle Mexican Grill does not own the best spots in town, but they focus on attracting specific group of customers i.e. those who love to eat hot sauced foods.

Other food chains focus on deliveries right to your doorstep, compensating for the lack of the best spots in town.

So, the number of ways you can set up your business model and succeed in a great way, even with a product that is being offered by many other competitors is infinite.

I tell you a secret, if you focus and persevere, you can’t fail ... you can only succeed!

This brings me to false belief #6.

**#6 I am afraid I’m going to fail**

Being afraid is normal. Even seasoned MMA fighters experience fear, every single time they enter the cage.

But they control it.

Fear is part of our survival mode that we’ve inherited from our ancestors. Centuries ago, fear triggered every time the old cave man experienced something new.

The psychological emotion of fear was the red light telling him or her to be careful and mind survival.

And that’s perfectly fine!
Because if you’ll be careful in your business, you will pay attention to details and small details can mean a lot in terms of profits.

To fear failure is useful as well, but again in this business if you will ever fail, it will be something I call a micro-failure that won’t cost you nothing while you can gain everything from it.

Simply, more times you’ll micro-fail in some task, the more ways of how certain things shouldn’t be done will be revealed to you.

Eventually, you’ll find the correct way of doing those things.

Again, we are talking about tiny little tasks where you may initially fail but this is not going to throw you out on the street.

The number of micro-failures can be eliminated to large extent by having a good plan that you can follow and rely on …

#7 I have no idea on how to make money doing what I love

Here’s where the first great secret kicks in and I am so excited to share it with you!

First and foremost, if you remember how in the very beginning of this book I asked you to write down the ‘WHY’ you want to make more money by creating your own lifestyle business?

The answer should contain a part that refers to what your dream lifestyle consists of ... because your dream lifestyle is directly connected to interests you’re most passionate about, and this is the sweet spot where you’re going to make the money.

So, answering the question ‘What are your interests (current or past ones) will become the baseline for creating your new money-making lifestyle business!
Why? Because if there is something you have knowledge of – your passions and interests - then there is huge audience (in millions) waiting for what you have to offer - in the online world – ready to buy, learn and get inspired by you!

In my Manifestation Masterkey, I list over 100 different interests that count huge amounts of people hungry to buy from you.

I will delve into that a little more in the next chapter.

**Short Recap**

By now you should be aware that to create the lifestyle of your dreams, it probably won’t happen if you work 9 to 5 for someone else.

First, the salary isn’t as high as it should to support the life you want and second, you spend so much time working that you simply have no room to pursue your dreams, passions and interests – to live your dream lifestyle.

You now also know that:

- You don’t need to start a full fledge business to live the lifestyle you want, and you don’t need any staff to run it
- You don’t need to quit your current job, instead you can opt in to build your lifestyle business along in your spare time
- You don’t need money to create this business since it is a no cost or low cost one
- You don’t need much time to build this business, you just need to stay consistent at working on it regularly
- You will need a plan …
The Masterplan for Your Lifestyle Business

Let me describe two ways how you can create a business based on your passions, interests and your very own lifestyle from 10,000 feet perspective - to give you the big picture.

There are two ways how you can do it.

#1 Create it from the scratch. By that I mean, create your own brand and your own product or service. The whole business. Sounds difficult?

It’s not, as I will explain below.

But there is yet another way ...

#2 Use an already established business and product where everything is already built for you. There are a lot of them and they’re designed so that you can still enjoy your own lifestyle, financial freedom and freedom of time.

These include:

- Direct selling of other people’s online (digital) products, courses for huge commissions into your pocket,
- Offering e-commerce products (selling other people’s physical products or those listed on amazon)
- sending people to different polls and surveys,
- real-estate, forex, bitcoin ... and many, many more

...you'll get better idea about all the options as you learn along.

It doesn't really matter which one of those two business models you choose to work from.
Should you decide to use an already established online business however, there are few considerations you should make before deciding which one to use:

1. Is the mentor or business system successful?
2. Does the message you are getting from this mentor or business system resonate with my values? Is content of that message reasonable?
3. Do they provide proper training, guidelines or a system that you can comfortably follow and use?
4. Is their vision and goals aligned with yours?
5. Do they possess skills that you can take on and are they willing to share them with you?

The key here is to have these questions answered by yourself before jumping in because you will need quality guidance along the way as you’ll be working on building your business.

The main point of this book however is to create YOUR OWN product instead of using other people’s products or business models.

I am talking about a product in a digital (intangible) form that can be stored on a server – a downloadable file such as PDF text e-book, mp3 audio file, any report or coaching program in form of a video or video series.

Do you see where I’m heading?

You’ll create a digital product once, and it is yours forever!

Plus, you don’t need to invest into physical inventory and spend ton of money on warehouse storage or replenish inventory.
You can deliver the same digital product to any number of customers in an instant, with zero cost on storage while all the profits stay with you!

This is how ordinary people make a lot of money and the best part is there is still plenty of room for everyone else.

**Things to consider:**

1. **Time to Launch**

   The product you’ll decide to produce depends on what is your passion or interest – what you’re good at.

   For example, if you love dogs and decide to create dog training guide or a fitness guide, you may find it would better to create a video series rather than put all that information into a single book.

   For other products types such as diet or recipes creating simple e-book is perfectly fine.

   Other people may go even further and create and online consulting product or a service that will dictate completely different set up.

   The question now is, how long will it take to produce the actual product until you see your first sale.

   Well, as different types of digital products require different set ups, the length of production may vary.

   So, overall time to launch is going to take you some time (30 – 60 days) but once it’s done, the rest is pretty much easy.
2. **Pricing Your Product**

Another important factor for you will be to consider price level at which you'll be offering your product. You can test different prices.

Since the product is digital, sitting somewhere in a virtual environment on server, you don’t need to spend money on inventory as it is the case with physical products.

All the money you make are going to be yours – which leads to another benefit of this business model – you can price the product anyway you like. You control the price.

Products that are priced are at $15 to $20 have **high sales conversion rate** – which means that you make quite a lot of sales transactions – much more than if your product would cost $30, $40, $100 or more.

Sales conversion rate is the percentage of users who take a desired action – order your product.

The archetypical example of conversion rate is the percentage of your website visitors who buy your product.

Example: An ecommerce site is visited by 1000 people on Monday. During that day, 20 visitors bought your product.

Thus, your product site's conversion rate is \( \frac{20}{1,000} = 2\% \)

If your product costs $20 then, with 20 orders on Monday you made $400 in that day.
3. **Is It Difficult to Create My Product and Website?**

I want to address this issue as I can hear many of you raising these kinds of questions:

“Glenn, I don't know how to write a book”

“Glenn, I’ve never built a website, how am I supposed to build one?”

Obviously, you will need to have at least one book written and it should be at least 130 pages long, if you want to be able to sell it for $20.

Writing a book is quite easy if you’ve already identified a topic that is or has been your passion or interest sometimes in your life.

There is a specific process on how to effectively create chapters of your book and what the books should contain, to bring value to your customers.

Another great thing is that you don’t need any special software to create your book and total cost of creation is $0.

Well, perhaps the only cost would be the book cover which you can have done for $10 to $15.

Next, the website.

Nope, you don’t need to know any computer language to create a sales page for your product.

In fact, you don’t even need to know one single computer command at all.

The internet industry has gone a long way, and everything is so simple nowadays.
You can buy a simple drag and drop website builder software for $5 per month and build your sales page in under 30 minutes with no technical skills at all.

In fact, most page builders have pre-defined website templates so your only task is to change the text and add some images that you can get for free.

You can literally create your webpage even if you’re over 80 with complete ease.

**Where will your customers pay?**

Obviously, your website will need to show product price and contain a buy button.

**Who will collect the money?**

Easy, just create an account on PayPal and use it as a payment processor and payment collector.

Plus, PayPal will also issue invoices on your behalf, send it to your customers and make your product accessible to everyone who pays.

**Amazing automation, isn’t it?**

Add your bank account information into your PayPal account, set your preferences and PayPal will wire your profits right into your bank account on a weekly basis.
Launch, Scale and Automate

Ok by now you should see the bigger picture. You have a sales page, your product (i.e. PDF book) sitting on a server and you have your payment processor integrated with the buy button on your website. Customer visits your site, clicks the buy button, gets redirected to PayPal where he or she adds credit card and email information. He or she then gets an email with invoice and a download link to your product.

You made a sale!

All this is a fully automated process and you can pretty much keep it as is.

Marketing

From now on, your only focus will be increasing the number of sales, by driving as many targeted visitors to your website as possible.

By targeted I mean people who already expressed interest in the topic of your product.

More targeted visitors (targeted traffic) to your sales page means more orders and sales.

“But Glenn, how can I find targeted visitors and drive them to my website?”

Ok we’re now in the marketing part of your business which is crucial for your success – and it isn’t difficult at all.
Marketing simply means getting your message through to as many people as possible.

Many ad platforms such as Google, Twitter and Facebook let you target relevant audiences that will be interested in your product.

Now, there are many ways how you can make your product site visible and drive high quality traffic.

Some of these ways are paid while others are completely free. You can start experimenting with free traffic sources at first and see some sales coming in.

Later as you get more confident that your product really does generate money, you can set up some form of paid advertising and see your sales going through the roof!

Free traffic sources is for example guest blogging on blog sites relevant to the topic of your product, commenting on other people messages and always adding a link to your product site.

You can also answer questions on high traffic websites like Quora, Yahoo Answers – again linking back.

You can post messages with a picture and link to your product at Pinterest, Reddit, Tumbler, LinkedIn or even post your book on Kindle and get free traffic from Amazon – and collect some money right there!

Among the best paid advertising platforms are Facebook, Twitter, Bing, Google and Google Display Network.

**Your Next Step - Selecting Your Product Topic**

If you read this line, congratulations!
You’ve been exposed to the best way how you can start making money and create your own lifestyle – safely, easily and as fast as possible.

Your next step now is to identify the best topic for your product - a topic that will correspond with your actual or past interests and passions.

There are over 100 market niches with huge internet audiences eager to see what you have to offer!
Two Phases of One Mind

Our thoughts are the only tools with which we work. Everything around you existed as thought before it has been manifested in the world of matter.

Our mind is the only area in which we produce results.

But the physical world, physical conditions and our outer experiences are the places where we see the results manifesting.

Every one of us wishes to bring into his life something that is not here today and it is perfectly possible.

You can draw everything you want into your life, once you understand the inner workings of your own mind, just as you can swim across a pool once you learn the laws of swimming.

You can think of your mind as though it were an ocean.
The ocean has a surface, and it has depths. When you’re sailing on the surface, you can see what floats there in the way of flotsam and jetsam.

You can map the surface showing the ocean’s fingers reaching into the bays and inlets.

You are familiar with its surface calms and the rough water whipped up by the storms.

But beneath the surface are the vast impenetrable depths, full of mystery.

Once called unfathomable, they go down in places for miles. You do not see the great swarming mass of living forms that live there.

You can’t tell where the surface ends and the depths begin, for there is no rigidly marked dividing line.

Oceanographers tell us that the storms whip up only a comparatively few fathoms of the surface; while far beneath, the great depths lie undisturbed and still except for sub-surface currents that flow silently.

The terms surface and depths are used only, for the purposes of description, for the ocean is all one mass of water.

Like the ocean, your mind is all one; yet two distinctly different types of activities are carried on within it.

The failure to grasp the difference of activities causes the confusion, unhappiness, illness and poverty in the loves of those who do not get what they want from life.
On the other hand, the understanding of this difference and the application of that understanding bring healing and prosperity.

As you learn this difference, you move away from the place where you are defeating yourself to the place where you are working in harmony with you deeper nature, thus getting what you want from your life.

This report teaches the essential and all-important difference between the ways surface mind and deeper mind work. And it does so in a very unique way.

I have spent years researching and testing all manifestation programs out there, only to come with the most effective and easy-to-follow system that’s now in your reach.

**Exploring Habits**

I want to share with you what has really been the driving force behind my success and how you can use your mind to drive anything you want into your own life.

I often get questions like: “Glenn, what’s the secret behind your unique Law of Attraction method?” or “How did you manage to reverse your health condition and at the same time succeed in wealth acquisition?”

The answer is, that it wasn’t always this way. I was an average student and always struggled to keep a job – despite I hold a university degree.
And the reality is that no one thought I could amount to anything. Not even myself, because I was someone who had no idea what I wanted to be in my life.

I had no drive and no confidence.

Only after I learned about the techniques that I now teach to others, my life radically changed.

Using these techniques, I was able to literally reprogram myself completely.

I developed what I call **personal mastery**, which was the ability to control myself, my thoughts, my emotions.

That not only drove many incredible opportunities into my life, but I also acted upon them, consistently over, and over again.

So, how can you achieve all this success yourself?

Let’s explore **basics** first.

I declare, that even on the very basic level of what I teach, you will be able to **attract prosperity** and **health** into your life, in just a few days.

On psychological level, you will be able to change your mind’s content. And your **mind** is nothing else but your **nervous system** – your **brain** and your **body working together**.

You’ll begin to understand **why** you think **what** you think every single day.

How you create your thoughts and how your thoughts **affect** your emotions, habits, actions, your results and how you are repetitively attracting the same unwanted reality into your own life.
Now, here is the trouble: Most people don’t control their thoughts. In their minds there is a complete mess. By this I mean, your thoughts and beliefs do not support each another.

Most people’s thoughts and emotions are on autopilot. In fact, their emotions control them.

But when you can control your thoughts and emotions – moreover, when you have a certain order of thoughts and beliefs set inside your mind, you can control your life and your life’s experiences.

And the most important principle of the whole Law of Attraction and Manifestation idea is this: We all have the same neurology.

We’ve got the same basic hardware, if you will. This means that, if it is possible for someone to achieve something, it’s possible for you too. It is only a question of strategy of how you are going to program your mind in a specific way.

Let me give you an example: If someone can wake up every morning at 6:00am, feel fantastic and then run for five miles, could you?

I know you’re now shaking your head saying, no way. Of course, you could!

It’s only a question of how you condition your thoughts and emotions to feel great about running and not feeling sleepy in the morning.

If someone could stand in front of a stage of 10,000 people and feel relaxed and confident, and have their ideas flow when others freak out, could you?
Again, it is only about how you set up your mind to feel confident in stressful situations.

If someone seems to always make the best business decisions to make instant and consistent profits, or even write down a winning lottery numbers, could you?

Of course, you can.

That’s how proper application is going to model your mind using a unique approach that works almost instantly.

When you reprogram your mind, you can achieve almost anything. But let’s talk about how this reprogramming is done.

It’s done with a tool that is completely free and already available to you. It’s your language – or more specifically, the WORDS.

In the psychological part of a good Law of Attraction system, you’ll discover how words (your language) affects your mind, emotions and the events you experience in your life.

Is it possible that something I say inspires someone? Of course. But is it also possible that something I say could upset somebody? Sure.

Because words affect thoughts, emotions, actions that eventually turn to tangible things, life events and results. This is the primary secret upon which true Law of Attraction methods have been built.

And as you will see, words are also central tools to all serious ancient spiritual systems that deal with the law of attraction and desire manifestation.
Detailed Step-By-Step Plan to Creating Your Money Machine

1. Intro: Your Passion-Based Money Machine

What if you could make money doing what you love? At any age. With no technical skills and no large investment?

I mean really believing in it and having fun along the way? Let me show you the quickest way to profits.

In the next 30+ pages I will give you the step-by-step blueprint! You can start seeing your profits coming in daily in 21 days!

Whatever your passion is, whether it's flower arrangement, cooking or even wine tasting ...

YOU are the target market.

Chances are you've invested quite a bit of time and money pursuing your passion…

Watched YouTube videos, taking classes or perhaps meeting with like-minded individuals who share that passion with you.

And maybe you've gotten pretty good at it after all these years.

So, what I mean is, WHAT IF there's someone out there just like you years ago when you picked up your new passion? Willing to invest money and time to get started just like you?

Wouldn't you like you help them get started?

Wouldn't you like to impart your skills to them?

Wouldn't you like to do all that and get paid for it?

I'm not saying you have to do it. But if you're curious to know how, I know a way.
There is a way to not just meet one, not just two, but a consistent influx of people who are picking up a skill that you already have!

“But, Glenn, I don’t know how or where to start!”

I understand how you feel. I’ve been there. And that’s why I wrote The Manifestation Masterkey and The Millionaire Influx, where I give you a practical step-by-step framework.

You can just take what I teach and start your brand new passion-based money machine right away.

And I’m not saying you have to quit your job immediately and jump into business.

All you have to do is put in the work, a little bit every single day, until that option is open to you.

The option to leave your job whenever you want. Wouldn’t that be nice?

Wouldn’t that be...empowering? Just imagine, how different things will be. Well, that’s pretty much it. Imagination time over.

Now’s the part where you make the decision whether it remains an imagination or a reality.

If you’re ready to take the next step, I’m ready to help you:

And the whole thing will cost you less than $16 per month.

I would love to say the costs are going to be zero, but there are some things that you have to pay for. It is something you can’t avoid.

But still, there is no other business you can build for so little money.

Compare it to building your own restaurant or cafeteria - how much would that cost you - I guess somewhere between $50,000 to $200,000 - before you even make one single sale?
2. The Principle of Sharing

You've probably encountered many gurus that were great in what they were preaching.

I have had a lot of them and there is always something new I learn from them to this very day, I have to admit that.

Some of them are incredibly smart.

These people haven't become gurus because they were skilled. To be skilled doesn't mean you're automatically going to get rich.

You need to take your skill and show it to as many people as possible - and this will make you rich.

So, ask yourself this single question:

"How can I serve more and more people by giving them all the knowledge that I had accumulated over the years?"

Serving as many people as possible by sharing your knowledge is the most ideal way to also start receiving back.

Consider that.

You can be a guru to many people who would love to hear what you have to say about any topic that is or once was your passion or interest.

So, what do you say? Are you ready?
3. Your First Step to Prosperity

I want you to do this ONE TIME EXERCISE right now - no procrastination, no delays this time.

Take a pen or paper and think of three passions, experiences or interests you have or had in your life.

Could you write at least 70 to 130 pages long book about it?

If the answer is YES, great!

Now, write those three interests down and pin the paper onto your fridge or on the mirror in your bathroom.

Example: dog training, woodworking, gardening

At least one of the passions and interests you write down will soon become your vehicle to prosperity – your very own e-book.

4. How to Verify Your E-Book Will Make Tons of Money

Have you already found three interests or passions of yours?

One of them will become your vehicle for creating your first passive income that will soon take you to complete financial freedom.

If the answer is YES, then great! Let's take a look at how you could verify if there is already a huge demand for your interests in existence.

If the answer is NO, meaning you did not come up with any passion or interest, don't worry.

I've prepared something for you. Open my Profitable Niches Cheatsheet document below and try to come up with three possible niches.

==> Open The Profitable Niches Cheatsheet Now

... but there's yet another, completely FREE way how you can find out if there is any other topic (not listed in my cheatsheet) worth exploring.
Here's a step-by-step process how you can find out yourself:

You will use Amazon Kindle Store as your guide.

This link will take you to Amazon Kindle Store. Go to: http://www.amazon.com/Kindle-eBooks/b?ie=UTF8&node=154606011

Once you're in, you can either type in your book topic into the Amazon search bar or you can browse book topics on the left side of your computer screen right on Amazon Kindle Page.

**The Golden Rule:**

If you find a topic where at least two books have over 1,000 customer reviews and at least one more book has between 500 to 1,000 reviews, then that topic is highly profitable.

This means that when you create a book around that topic, there is already a huge internet audience waiting to buy and consume your offer.

*Obviously, you are not going to list your book on Kindle for several reasons - one of them is that there is a much better way of offering and selling your book online.*

Now, please take your three topics and make a little analysis on Kindle, right now. If at least one of those topics will pass the above criteria, you've found your vehicle to financial freedom.

In the next article, I will show you how to write a 100+ page book as quickly as possible.
5. How to Create Your Vehicle to Prosperity

Writing a book around any topic is incredibly easy, especially if that topic is or has once been your passion or interest.

But I understand that writing a 100+ page book may seem to be a pain in the a$$ for you, especially when you’ve never done it before.

Actually, the opposite is true!

Read on...

First of all, you can always edit your book and expand its content later... after you see that the initial sales of your book has picked up you can open the book and add more chapters to it. Your book doesn’t have to be perfect right off the bat.

Even though your book should have at least 100 pages, if you increase font size, play with top, bottom, right and left margins of your book pages, plus add a lot of images, you may end up writing only about 65 pages in total.

This could be a great Version 1 of your book that you can start selling right away!

Later on, you will expand the content ...and you will be much more excited to do that, once you see a lot of sales coming into your pocket at the same time!

If you know your topic well, you can write at least 4 - 5 pages in under one hour, thus, you can have your book Version 1 ready within 24 hours of work.

Here’s what you’ll need:

1. Mac or PC with Word Editor - good news is that all PCs come with free word editors, so you don’t have to invest into any additional software.

2. Access to a pool of FREE images that you can add to your book - I will provide you with links in my next email.


4. You will need a beautiful cover for your eBook, that will cost you $10 - $15 - I will show you where to get it.

That’s all you will need to create your book.
6. The 24-hour Bookwriting Plan

1. Create Your Chapter Headlines First

In order to write your book quickly, first create Chapter Names. Below each chapter, write what it is going to be about.

Example:

Chapter 1: Introduction

Here, you will introduce yourself and write on how long you've been interested in the topic. Share your own story. This will add authority to the rest of your book content. Add some words about who will benefit the most from your book and what they will find in your book. Write some basic outline of what the book is actually about.

2. Spy on Your Competitors’ Book Chapters on Amazon Kindle:

Just go back to Kindle again and find the best Kindle book in your niche.

Click on the book name and then click on the book image that says 'Look Inside'. It will take you right inside the e-book where you can see the book’s content.

Get inspired and try to come up with similar list of chapters.

3. Format Your Pages in Word Editor:

You can set up special margins (top, bottom, left and right) plus decide on your book font type and font size.

This will help you set up reasonable space on each page where you will add your content. This in turn will make your book list less or more pages in total, depending on how you set up the font and margins.

If you don't know how to format pages on your PC, just go to YouTube and search for keyword phrases such as, 'How to format pages in Word/Pages document'. There are plenty of simple editing tutorials.
4. Where to Find FREE Images for Your Book:

There are many pages where you can find good images. I've been using:

pexels.com
pixabay.com

You can download any image from these sites for FREE and if you need to know how to add an image into your document, again YouTube is the best resource.

If you can't find any good and relevant image on those sites, I suggest you to buy one at canstockphoto.com – the price will be about $1 to $2.

Avoid shutterstock.com as they are quite expensive.

5. How to Get Beautiful Book Cover for $10 - $15

Once your book is ready, you will need a great looking book cover. Just go to fiverr.com and you can find plenty of designers who also show their previous works, so you can point them to a book cover that you like the most. They will create similar one for you in about 2 to 3 days.

Now it's time to get yourself to work and it's going to be fun!

7. Your E-book Title and Website Domain

When it comes to naming your book, you need to consider this wisely.

First of all, make the title as short as possible. Take inspiration from competitive book titles at Amazon Kindle.

Finally, name of your book should relate to a website domain that you will need to buy. Website domain looks like this: the www.nameofyourbook.com

To buy a domain is cheap. It will cost you from $1 to $10 per year. Pretty cheap, uh?

However, many great domain names have already been taken, so you have to search and speculate a little with your book title as it should match available domain.

Always strive to get a domain that ends with .com, if possible. I am also using .org and .net but preferably, stick to .com if you can.
You can find cheap domains at [http://godaddy.com](http://godaddy.com)

Just hit the page and search for available domains.

As an example, I found few free domains for anyone who would wish to create a dog training book, but you may come up with more catchy ones yourself.

trainyourdogquickly.com  
instantpuppytraining.com  
2weekdogtraining.com

But wait, don't buy a domain yet, read my next chapter first.

### 8. Easily Set Up Your Website: No Skills Needed

Most people think that setting up a website is difficult and too technical.

That was the case 5 years ago. Now anyone can do it.

Software tools have developed and if you are able to drag a mouse over your table, you are going to be able to create beautiful web page for your book in less than 3 - 4 hours.

In previous chapter I told you how to properly select name for your book and how to find available domain at GoDaddy.

You will need one more thing, that is also available at GoDaddy and that is **Hosting**.

You won't need any technical skills for this now or in the future, don't worry.

Hosting is a virtual place where your domain and your website will be located. It won't cost you much either - from $3 to $10 per month.

Once you find your domain at GoDaddy, also get a hosting account there.

Opt-in for the Shared Hosting and further click on the The Managed Wordpress Hosting.

Last time I checked at GoDaddy the Shared Hosting with Managed Wordpress was sold for $2.99 per month which is insanely low price.
Go and check hosting prices and your find your domain at [http://godaddy.com](http://godaddy.com)

Once you have this done, the rest of the set-up is not only easy but the GoDaddy staff is going to help you for FREE.

**Just ask them for following:**

1. To install the Wordpress Platform on your domain (you don’t need to know much about Wordpress at this point as you won’t use this to craft your website, you will use something much better)

2. Ask them to create a branded email account for you, ideally support@yourdomainname.com

And that's it. You're now set up and there is only last thing you need to do to create your own website.

**9. Craft a Beautiful Sales Page in 3 Hours!**

You can create amazing website even if you've never done it before.

To sum up: You have your book, you have your domain and hosting set up - all that should cost you less than $10 per month.

Now it's time to get the best and cheapest tool to craft your website using only your mouse!

The software I am going to share with you is the one I personally use myself.

Technically, these types of page builders are called drag & drop builders because that's basically how you will create your whole website - no programming needed.

Plus, this builder has tons of pre-done website templates that you can use. The system comes with step-by-step tutorials you can watch in case you need it.

It’s called [Profit Builder](http://profitbuilder.com) and you won't find anything cheaper than this on the whole internet. Click on the highlighted text and it will get you right to the Profit Builder site.

Watch the video and see for yourself how easy it is to create a website. If you decide to get it, opt-in for the cheapest offer they have.
In the next email, I will show you some websites that you could take as examples when creating your own site.

10. **7 Elements of Highly Profitable Sales Page**

The beauty of selling your book on your own website is that you only need to create one single page on your domain.

We call this page a sales page or a landing page.

What you put on your sales page has a direct effect on the amount of sales you will make. Poor and ugly website will pull just a few orders in, if any at all.

Perfectly crafted sales page will bring in tons of orders on daily basis...guaranteed!

Here are 5 crucial elements that should be on your sales page.

**#1 Perfect Title**

Title on your sales page is the first thing that hits the eye of a visitor. Sales page title does not equal the title of your book. It has to contain a BIG promise that your book will deliver. What, when and how.

Example: Easily Teach Your Dog Do Backflips in 3 Days or Less.

Ideally, you want to have so-called Power Words in your title as well. By these I mean words that spark interest, curiosity and emotions in those who read them.

Example:

Powerful Way to Teach Your Dog Do Backflips Immediately.
Discover The #1 Secret to Teach Your Dog Do Amazing Backflips in 3 Days..

Download Your FREE Power Words Swipe File Here
#2 Website Sales Copy

Sales copy is a long text on your page that aims to give reader more information about your product.

Together with title, perfect sales copy is crucial for maximizing the amount of daily orders.

I will soon share with you how to write a perfect sales copy for your product page.

#3 Money Back Guarantee

Many people who are tempted to buy something online are still being quite afraid of buying .... no wonder as there's a lot of scammy products and websites out there.

Offering 30 to 60 days money back guarantee using big bold letters or a relevant logo will give people more confidence in giving you their card details. You need to state explicitly what the people need to do to get refund.

Guarantee logo example:

Add this text:

You have 60 Days No-Questions-Asked Money Back Guarantee. Your order is backed by our 60-Day, No-Questions-Asked, 100% Satisfaction Guarantee. If you are not 100% satisfied with the purchase, just write to support@yourwebsitesitename.com and we will refund you 100% of what you’ve paid.

If you decide to use PayPal as your payment processor, which I highly recommend, issuing a refund from within your PayPal account is as easy as clicking on a button.
#4 Product Price

Clearly state the price for your product, ideally above or next to your Buy Now button.

#5 Your Book and Other Images

Ideally, you want to have a 3D image of your book displayed on the sales page as well as other images sparked over throughout your sales copy, such as images of happy dogs or happy customers.

#6 Post a Few References

The best way to get 4 to 5 references is giveaway the book to your friends who could use it and write their opinion, that you will then be able to use on your sales page. Later, you can add real references that you will gather naturally from your customers. You will have to ask for consent prior to posting customer's references on your sales page though.

#7 Privacy Policy and Terms of Trade

These are two more tiny pages you will have to create and both should be displayed in the footer of your sales page including a clickable link. It ads transparency to your brand.

It should look something like this:

© 2018 YourSiteName. All rights reserved. | Privacy Policy I Terms of Trade

Don't know where to get Terms and the Policy? Just google out templates and copy & paste them to your site.
11. Your Own Money Machine for Less than $16?!

When you joined my newsletter, I promised that I will show you how you can create your own vehicle for financial freedom - your personal lifestyle business by doing what you love - for as low as less than $16 per month.

Well, we're almost at the end and we're nowhere near that sum!

Let me count again:

1. Find your passion, write your book: 0$
2. Get a beautiful cover and 3D image of your book: $15 One Time Payment
3. Buy a website domain for your sales page: $5 to $12 per year
4. Get hosting account for your website: $5 - $10 per month
5. Create PayPal Account to Collect Sales Payments: $0
6. Get Additional Images on Your Sales Webpage: $0
7. Get a Website Builder Software to Easily Build Website: $5.58 per month

You have your online shop (your online sales page) and your product (your book) created for total monthly cost of $5.58!

In my upcoming emails, we will add just a couple of things for just a few more cents - to improve your sales page even more but we won't reach even the $10 per month cost.

This is the cheapest and highly rewarding way to start making money and build your passive income I've ever seen.
12. A Little-Known Secret to Even Bigger Profits!

We are only about one inch away from giving you the whole picture of how you can start making a lot of money by doing what you love.

If you decide to follow my previous emails to the point and work daily for at least 30 minutes, you should see your first sales orders coming in within 30 to 45 days or less.

Let me teach you how to write a magnetizing sales copy that will bring you a lot of orders.

Sales copy is the major text on your sales page in which you describe your product and its benefits to all visitors to your website.

There are two ways how you can present your sales copy:

1. As a written text on your sales page
2. In form of a sales video that you can narrate yourself.

Creating a sales video still requires you to first write whole sales copy, plus you will also have to voice it over.

*However, if you price your product (your book) at $27 or less, you do not need to have any sales video at all.*

All you need is a written sales copy on your sales page - I know this from a lot of experience.

So, what is a sales copy and how can you write a perfect one that will attract as many orders as possible?

Here's an example of simple and effective sales copy. This product is about ancient calendar, has a lot of orders and a lot of positive customer reviews over the internet.

As you will see, the sales copy is fairly long, but not too long because quite often very long sales letters are bothering for viewers who do not have much time reading it all.

Take a look at this sales page and write similar text for your own website sales letter.

=> [Click Here to Read The Sales Copy](#)
Finally, I have created a FREE document for you where I discuss 12 Elements of A Good Sales Copy.

You don't have to use all of them. Try to get as much of these 12 elements onto your sales page for best sales results.

Click Here ==&gt; 12 Elements of A Good Sales Copy

13. The #1 Tip to Make Your Offer 5X More Attractive!

What sells your book? It's not the content of your book at all. It's the sales page.

What you put on the sales page decides on how many sales you will get.

What we are talking about here is increasing your conversion rate which is the percentage of people who will buy your product out of all visitors in a given time frame.

If you have thousand visitors per day and 20 of them buy, great! This is 2% conversion rate.

But can you increase this number? Of course, your sales script and overall image of your sales page is the main contributor but there is one more tip I want you to know, that will increase your conversion rate.

And that is ...

Adding Relevant Bonus Books... ...and you don't need to write them yourself. You can, but you can also buy them for about $5 each and add them to your sales page.

Yes, you can buy a complete eBook that you can add as a bonus to your offer for $5 plus including book 3D graphics and visuals as part of the bundle.

Let's say your book is about How to Teach Your Dog Back Flip. You can add few more bonus books, like for example:

1. How to Make Your Dog Stop Barking
2. The Dog Diet
3. Health Guide for Dogs and Puppies

You won't increase your product price, just add the bonuses for FREE.
As an example, look at one of the best-selling digital product for Back Pain and Sciatica. Click the link below and scroll to the bottom of their site to see what relevant bonuses they add to their original offer.

===> Visit Their Sales Page

Where do you get these bonuses?

That's the easy part. These books are sold on PLR (Private Label Rights) websites so when you go to google you can search for:

dog training book PLR
dog training private label rights

....and you will find great books that you can resell as your bonuses.

There are great sites that offer perfect PLR e-books like:

http://www.idplr.com/
http://www.theplrstore.com/
http://bestplrproducts.com/

You can find many more when you browse google. I suggest you add couple of products to your site later as you will see first orders coming in.

14. How to Easily Double Your Sales

Imagine that in just a couple of days after you finish your book and your sales page, you will make your first sales

You will literally see 10, 20 or 30 people buying your book every single day. If you price your book at $19.95, you'll make from $200 to $600 per day.

Nothing unusual.

I'll show you how to start driving traffic to your sales page without spending a single dime on Paid Advertising in my next two chapters.

But before I do that, I have one more secret to share with you.
And that is, how you can almost double the amount of profit from a single customer who buys your book.

**...by creating an UPSELL product.**

You don't need to have this implemented right from the beginning, but once you see your first orders pouring in, it's worth starting to create your upsell product as soon as you can in order not to leave money on the table.

**What is an upsell product?**

In short, you offer more value to your customers by writing another relevant book and creating another sales page.

You will only offer this to people who will buy your initial book - so only these people will land on your second (upsell) page.

Here's how it works:

Customer buys your initial product, pays through PayPal and right after the payment gets through, the customer is automatically redirected to your upsell sales page where you offer additional book that will cost more, less or the same as your initial one.

The decision on pricing is up to you and you can test different prices to see what works best.

Based on my experience, if you provide enough value in your Upsell book and on your Upsell Sales Page, more than 50% customers will also buy the upsell.

It's a psychology of trust that makes them to buy the upsell as well. Their initial payment got through and they are in a buying mode....

You can use this approach to increase your profit per single customer by offering more value in form of such an upsell offer.

Of course, you will have to write another book, but wouldn't you be tempted to do it once you see that your initial book is selling like crazy?

The decision will be all yours.
15. **Integration with Payment Processor**

The last element of your sales page is obviously the Buy Button and integration with payment processor. There are many you can use, such as Shopify and WooCommerce but these are more suited for sales pages that offer physical products.

For our purposes, the best choice is PayPal.

You can integrate your page easily with PayPal by visiting this link: [https://www.paypal.com/bb/webapps/mpp/merchant-integration/get-started](https://www.paypal.com/bb/webapps/mpp/merchant-integration/get-started)

PayPal will easily collect all the payments and provide you with daily, weekly, monthly and annual statistics of all the orders.

Additionally, you will get all needed exports for your tax office. You can also check your state’s tax laws and see what amount you need to make before you will be legally bound to create a company.

I know that in many US states, people start making money on their own name and only create companies once they reach certain sales threshold. But since I am not a tax expert, you will have to find this out for yourself.

Next, get a Buy Button image. You can get many different buy buttons for free. Just go to google, type in the search bar “buy button” and just below the search bar select “images” – then hit search. Download any of those buttons to your computer.

1. Click on the image
2. Point your cursor over the image, right-click your mouse
3. Select ‘Download to My Computer

Here are some good examples you can use.
16. Driving FREE Traffic to Your Sales Page

Congratulations! You now have all the information needed to create your vehicle to financial freedom - your own personal lifestyle business - your passive income generator.

You’ve learned about how to select a winning niche for your book, how to write it and how to easily create your sales page for less than $6 per month.

However, there is one more component you need to understand.

The amount of money you will make is directly tied to the number of people that will land on your sales page.

So… the more people you bring in, the more money you make. Which means you need to learn how to bring more people in. We call these visitors 'traffic'.

That’s what you’ll learn in my last set of emails.

Traffic: Time Vs Money

You always want to have a steady stream of new people – traffic – going to your sales page. And you want that traffic to grow. Assuming you have a good sales page, the more people who visit it, the more money you’ll make.

To increase the amount of traffic to your opt-in page, you need one of two things: money or time.

If you don’t have a lot of money, but you have a lot of time, then there are all kinds of free ways to boost traffic to your site.

Here are some of the best ways to get free traffic:
1. Guest blogging
2. Forums
3. Blog commenting
4. Twitter
5. Yahoo Answers

All of these tactics work great.

Very soon, you are going to learn some ELITE methods for driving FREE traffic your website and get quick results.

16.1 Free Guest Blogging

**Objectives:** Learn what guest blogging is and why it’s a great source of quality free traffic.

**What You'll Accomplish:** By the end of this lesson, you'll have a better understanding of how to become a guest blogger to grow your list.

**Before You Begin:** Find and open some blogs in your niche. Get a pen and paper or open a Word/text file to take notes.

**Free Traffic from Other People’s Blogs**

One of the best sources of high-quality traffic is **Guest Blogging**.

If you haven't heard of blogging yet, you have been living under a rock! Blogs are websites on which experts discuss topics in a casual, essay-like format.

*Guest blogging is when another expert (like YOU) writes a post on someone else's blog.*
Let me give you an example...

Jim has a blog on classic cars. He loves going over different models and how they’ve been updated and chopped.

Phil is looking to grow his own list on classic car mods and shows. So he asks Jim if he can write a blog for him. After reviewing Phil’s work, Jim agrees and posts it on his blog.

This post creates traffic for both Jim and Phil’s opt-in page.

In this case, you want to be Phil. Being a guest blogger is like most free traffic methods: it’s all about scratching someone’s back so they scratch yours.

Here is how to maximize your ability to drive traffic through a guest blog:

Establish Yourself as an Expert

This can be done in a variety of ways. The easiest is to have your own blog, with valuable content and good writing.

If you aren’t a great writer yourself, consider hiring someone to write the blogs for you. There are plenty of websites to find good freelancers for low prices. You’ll learn more about that in the Advanced Bonus Step.

Of course, the other way of establishing yourself as an expert is with an amazing opt-in page and a newsletter with great content.
Contact the Blog Owner

Now that you have quality content, it's time to find someone with a blog.

Search for blogs in your niche. It's easy: google {your niche} + blog and see if the owners of other lists have a blog online. Look for the blogs with the most traffic and comments. If they are already taking guest bloggers, those will probably be the easiest to break into.

Contact the blog owner and send a small portfolio of your best writing. Offer to write him a guest blog FOR FREE. Let him know you will direct traffic to his blog to view the guest blog you have written, because you'll send a link to the post to YOUR list.

How Does This Help You?

First, it helps with your credibility in your niche. You have now been established as an expert in your field.

Second, you can mention your own blog or Opt-In in the guest blog you have sent over. This will drive immediate traffic from people already interested in your niche.

Third, this will build a relationship with the blogger, which you may leverage into more traffic. They may pay you back by writing a blog post for YOUR blog or newsletter. They may mention you in their newsletter.

Recap:

• If you don't know what a blog is by now, you should!
• Establish yourself as an expert.
• Contact bloggers who get lots of comments and traffic.
• Work with them.
• Leverage your post – and the relationship - into subscribers!
EXERCISE

- Review the blogs you pulled up while doing this lesson.
- Read around, looking for posts that get a lot of comments. Make a note of the titles.
- Come up with a list of at least 5 blogs which you could write for, along with some ideas for titles for each one.
- Try to find the contact information for the owners of those blogs. Often there will be a contact form right on the site.
- Plan to contact the owners with your ideas.

THE WISE MARKETER KNOWS...

Everyone likes someone helping them for free. What appears as “free labor” to them, though, may be a valuable opportunity for you!

Became an expert in your niche and showcase this through writing guest blogs. This will increase your online presence and will drive people to your list, which will convert into SALES!
16.2 Free Forums

Objectives: Learn to use forums to get FREE, QUALIFIED leads.

What You’ll Accomplish: After this lesson, you will have a better understanding of the importance of using forums to drive traffic and how to do so.

Before You Begin: Have a browser window open to google [YOUR NICHE] + forum. Get a pen and paper or open a Word/text file to take notes.

Forums = Communities

Forums are a place in which people can ask just about any question on any topic and get a variety of different answers. Unlike blogs, forums often contain short answers in response to a direct question.

A simple Google search will generally lead you to the most popular forums in a niche. After all, that’s probably how the people in that niche are finding them.

Unlike blogs, often people on the forums are NOT experts and do not have to establish credibility. This is both a positive and a negative.

The negative is that ANYONE (expert or not) can answer a question. This leads to a lot of bad advice and people starting fights (for fun or malice).

The positive is that if you provide GOOD answers, you will be head and shoulders above the rest of the people posting.
Leveraging a Forum

Let’s say your niche is "working from home and making good money" (home business and marketing). You go to a forum and see a basic, beginner’s question that you could answer blindfolded.

There are two aspects of answering this question that may lead to an opt-in, not just from the person asking the question, but also from the other people viewing the forum:

1. **Give a GREAT answer.**

Don’t just answer the question briefly. **Answer the heck out of that question!** Give an extraordinarily detailed answer with great tips and as much solid advice as you can. Over-deliver.

People won’t be expecting this, because most people are ordinary. Among all the muck, nonsense, arguing and terrible answers, YOUR answer will shine as a beacon. People will want to know more from you.

2. **Redirect Them.**

This is the whole reason you are on the forum in the first place. Once you have their attention with an amazing answer, remind them of who you are.

Post a link to your opt-in page in your signature file. This way, if people have further questions or want to know more about you, they will check out that link — and hopefully opt-in. (NOTE: Each forum has its own rules about signature files. Most will allow you to use a link to your opt-in page, but some won’t. Be sure to check the forum rules before you go to the trouble of posting.)

Answering questions brilliantly will not only drive traffic to your page, it will establish you as a REAL expert. Once on your opt-in page, people will be more likely to subscribe because they have seen a working sample of your knowledge.

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**Forums are a nice **[free](https://en.wikipedia.org/wiki/Free) **way to produce quality leads.**

You may not get a lot of opt-ins, but you will get high quality subscribers who READ your emails. That's because they already trust you to provide good, solid answers and WANT MORE.
And hey, it also doesn’t hurt to be a nice guy who’s not just in it for the money, but is kind enough to reach out and help beginners.

Recap:

- Find relevant forums in your niche.
- Over-deliver when you answer questions on the forums.
- Link your signature file to your opt-in page.

**EXERCISE**

- Find 5 forums in your niche. Google [YOUR NICHE] = forum.
- Check the forum rules to make sure you can use your opt-in page link in your signature file.
- Review some of the questions and answers. Get a sense what would be a good answer that could drive traffic – and what is just blather.
- Give a great answer.
- Repeat daily for a few weeks, and see if this increases opt-is.

**THE WISE MARKETER KNOWS...**

*Answering questions on forums is of course helpful to the person who asked the question*

*But it’s not about helping out as much as it is about driving traffic!*

*Answer questions to the best of your ability and send your signature link to your opt-In page.*
16.3 FREE Blog Commenting

Objective: To learn how to drive FREE traffic through blog commenting.

What You'll Accomplish: By the end of this lesson, you should know how to use blog comments to drive traffic to your pages.

Before You Begin: Find a few of the more influential blogs in your niche. Get a pen and paper or open a Word/text file to take notes.

Blogs are Big for Traffic

Like forums, blog commenting is about driving traffic back to your opt-in page. Unlike forums, the point of blog commenting often isn't to answer a question. It's to weigh in on the blog with your own thoughts.

Let me give you an example...

A forum member posts a direct question, like "How do I grow my business?"
A blog, on the other hand, simply displays an article like "3 Ways to Grow Your Business FAST!"

The forum requires an answer. The blog post doesn't. But just because the blog doesn't require an answer, that doesn't mean there's no room for input.

Input and comments are the entire point of the blog comment section!

When looking to drive traffic through commenting:

1. Drive Traffic!

Just like in the forum, don't forget to use this opportunity to drive traffic. So your comment must include a link to your opt-in page.

It all depends on how the blogger set up the commenting function, but you'll usually be able to do one or more of these:

- Link your username – the nickname that appears at the top of the comment – to your opt-in page.

The Millionaire Influx Mindset
• Use a link right inside the comment. Don’t overdo this!
• “Sign” all of your comments with your opt-in page URL. Just put the link under your name at the end of the comment.
• On blogs where links in comments are not allowed, create a profile and fill out the “URL” section with the link to your opt-in page. If you consistently post good comments, people will check out your profile and click on that URL.

5. Disagree Politely

If you disagree and want to stir things up slightly, **DO NOT be a rude jerk and tear someone’s article to pieces**! Being a know-it-all will not only lead to less traffic being driven, but may also get comment taken down and your profile banned.

With that being said, it is okay to detract a bit, just do it *politely*. You can disagree with what the article had to say, just make sure you do so in a nice manner. Then back up whatever your detraction was with a solid solution.

Don’t just be negative for the sake of being negative. **Be constructive**. The author may even thank you for it. This will also increase your credibility, both through good input and by correcting the "expert."

Recap:

• The faster you comment on blog posts, the better your results will be
• Blog comments should ELABORATE on the article.
• Your comment can be constructive or it can disagree, but it should NEVER be super negative.
• Always be polite. Remember, you are a guest.
• Include the URL to your opt-in page either directly in the blog comment, or in your profile.

**EXERCISE**

• Go to the blogs that you pulled up earlier.
Look over the comments

Identify helpful comments. Notice some “throw away” comments, too.

Comment on one of the blogs with a link back to your opt-in page.

THE WISE MARKETER KNOWS...

Blog commenting is a great way to quickly establish yourself as an expert in a community of people who are interested in that niche.

Most people who read blogs have an active interest and always want to learn more.

That means your comments can drive highly interested people – meaning quality traffic – to your opt-in page.

16.4 FREE Twitter Traffic

Objective: To see how Twitter can be used to direct traffic to your opt-in page.

What You’ll Accomplish: This lesson will show you how to use Twitter to get targeted traffic for free.

Before You Begin: Open up your Twitter account. Get a pen and paper or open a Word/text file to take notes.

Social Media is more than a buzzword. Years of successful business campaigns using Social Media to grow lists have proven this.

With a bigger name product, social media is a given. But for most marketers with email start-ups like yours, it’s often an afterthought. Well, their loss is your gain! Twitter is an easy to use social media tool that can drive traffic to your opt-in page.
Here's how to get started with driving traffic with Twitter:

1. **Write Good Tweets**

   **Sounds obvious, right?** You'd be surprised.

   A lot of companies are on Twitter, but they don't know how to properly communicate. Simply posting "What a beautiful day!" or "How are you doing?" isn't going to get a huge response and especially won't get you re-tweeted.

   People want *short, useful chunks of information and fun ideas* they can use. Things like:

   1. Quick business tips
   2. Quotes and witty sayings
   3. Links to great articles
   4. Links to blog posts
   5. Links to news items
   6. Links to freebies <= Ah hah! That's your opt-in page.

   If you fill their Twitter page with useless information, they will quickly stop following you. **No followers, no opt-ins.**

   **But if you send Tweets they like and offer them good things for free, they will follow you.**

2. **Grow Your Followers**

   The more followers you have on Twitter, the more people your tweets will reach. Therefore, it's important to grow your Twitter following.

   To do this, there are two things you need to do:
Strategy One: Follow other people

One of the coolest things about Twitter is that you can see who is following other Twitter accounts.

That means you can find popular Twitter accounts in your niche and start following those people.

Example: If your niche is healthy eating, you can target the followers of health food stores like Whole Foods.

The way Twitter works, if you follow somebody, they will generally follow you back.

Because you’re following people who are clearly interested in your niche, you’re reaching out to the right people.

Strategy Two: Engage in a conversation

After you follow somebody, send them a message.

DON’T SEND DIRECT MESSAGES. At this point, most Twitter users don’t even check their direct messages.

Instead, send them an @message. Just start engaging in a conversation with them – there’s no need to be salesy here!

By having an actual conversation, you increase the odds that they’ll follow you.

3. Use #Hashtags

You should both USE hashtags and SEARCH them. Just search #hashtags in your niche. By properly placing #hashtags in the right place, it can increase your presence in search results. If someone is looking to grow their #business, what do you think they are going to search?

#Hashtags can be placed in your tweet or trailing afterwards. This way, when people are looking for more information on your niche, your tweet will pop up.

Get creative and you’ll probably think of (and find) dozens in your niche.
4. Stay Active

The other side of #hashtags is searching. Look for people talking about your niche using a #hashtag search and start up a conversation or interact in some way.

Finding other popular tweeters and following them can help to build your Twitter network. Most people will follow you back if you follow them first.

Re-tweeting their tweets and commenting will keep you front of mind. When you decide to tweet, it will increase your chances of being re-tweeted.

Why do you want to be re-tweeted? Because all of their followers will see your tweet and if they like it, they may follow you.

5. ¼ RULE

Once you have a large number of followers, you can work on conversion. Because this is a social media site, most people don't want to be sold to all the time, so always mix up your content.

Try this ¼ Rule for your tweets:

1. ¼ related to news in your niche
2. ¼ related to something fun and interesting
3. ¼ related to advice/tips
4. ¼ directing them to your free opt-in

If all of your posts are only about the opt-in page, they will feel like you are spamming them and will likely un-follow you. Mix it up and, like with blog comments and forums, provide QUALITY content.

Recap:

1. Write quality, creative tweets
2. Get into conversations once in a while
3. Properly use #hashtags
4. Mix up the type of tweets using the ¼ Rule
5. Stay active: follow and re-tweet
**EXERCISE**

1. Go on Twitter and #hashtag search something related to your niche.
2. Find someone who has a lot of followers and IS NOT following a whole lot of people.
3. Read their tweets and analyze them.
4. Follow them.
5. Retweet some of their interesting tweets.
6. Tweets 4-8 times a day using the ¼ Rule.
7. Repeat each day for about 10 minutes, finding one person, following, tweeting and retweeting.

**THE WISE MARKETER KNOWS...**

*Twitter can either be an epic waste of time or a really useful tool, depending on how you use it.*

*Sadly, simply having a Twitter account isn’t enough.*

*You have to be posting frequently and with quality posts.*

*But there are tons of users, which means a whole lot of potential for conversion and traffic.*

*Test out Twitter and if you enjoy it, build up your followers and tweet using the 14 Rule.*

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**16.5 FREE Yahoo Answers Traffic**

**Objective:** Learn to use Yahoo! Answers to drive FREE traffic.

**What You’ll Accomplish:** By the end of this lesson, you will have a better understanding of how to use Yahoo! Answers and whether you want to test it out.
Before You Begin: Go to www.Answers.Yahoo.com Get a pen and paper or open a Word/text file to take notes.

Yahoo! Answers

Yahoo! Answers and other similar Q & A websites have become increasingly popular for finding answers to every type of question in every niche. Whether you are specializing in online marketing, health, dating... there will ALWAYS be questions that need answers.

Best of all, Google LOVES these sites. They rank high in Google's results.

*If you answer enough questions on Yahoo! answers, you could generate A LOT of free traffic to your opt-in page.*

*And that traffic could keep coming for YEARS.*

The question is how to do this. I'll give you a quick tutorial.

First, I want to make sure you can navigate the website. It's very simple, but there are two main things to look at.

Here is the general search bar:

![General Search Bar](image)

and here is the side bar:

![Side Bar](image)
Either can be used to search for relevant questions in your niche.

Something that sets Yahoo! Answers apart, say, a forum is the "Best Answer." It gives people the opportunity to vote for the best answer to the question.

Let me give you an example...

Someone asks "How do I start a business?" and five people answer. The person with the most votes gets awarded Best Answer – and they get bumped to the top of the list, right under the question.

So, what does this mean for you?

1. **Give the BEST Answer Possible**

In order to be voted to the top, **you have to provide QUALITY content.** I know, I keep saying that! But even though you must provide quality content on blogs and forums, it's insanely important for Yahoo! Answers. That's because **if your answer isn't the best, it may get lost in the shuffle.**

So, don't just answer the question. Answer the question **and then some!**

Cite examples, detail things out, and position yourself as a top expert.
2. **Answer a LOT of Questions**

The more questions you answer, the better chance you have of being selected the "Best Answer." That ultimately gives you more visibility.

Search for as many questions as possible that are related to your topic, both directly and indirectly. If your list is about being a successful internet marketer, search business and marketing questions, including things like:

- Working home
- Making money with my own business
- Owning a business
- Financial freedom

3. **Be Crafty**

Even though you can still answer with a signature, just posting your opt-in URL at the bottom of your answer may make you look spammy. So use the entire signature.

Another possibility is working your blog or opt-in page organically into the answer. This can be a little more tricky.

Either way, the key is to communicate value. Say something to the effect of “There's a lot more to this, but no space to go into it here. I've written a 25-page free report on this topic,” rather than “Hey, come sign up for my list!” This gives people the opportunity to learn more about you and opt into your list organically.

**Recap:**

- Give great answers. Over deliver!
- Answer lots of questions.
- Make the link to your opt-in flow naturally into your answer.
EXERCISE

- Type in your niche into the Yahoo! Answers search bar (or use the side bar).
- Look over some questions relevant to your niche.
- Study the answers that have been rated the "Best Answers."
- Try answering one question a day related to your niche.
- Make sure your URL flows naturally your answer.
- Test this for at least 10 days.

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Yahoo! Answers is a unique challenge since you’re being rated on your answer. Write a great answer and try not to come off as directly trying to sell anyone anything.

The end goal is to drive traffic, so don’t be just another answer out of 10. That’s a waste of time. Over-deliver with your answers so you get voted up.

Test this to see if you enjoy it. If you do, it can give you a steady trickle of opt-ins for years to come.