

**Fast money,
Big money,
Never ending money.
Do YOU have all three?**

Dear Reader,

This letter addresses the challenges of making money online, and will show you how to do it. You will see case studies of all three “types” of money.

First, we must give you some definitions of each one:

FAST money. This is when you do something and get paid for it quickly, making most of your money in a matter of days. FAST money could be a quick \$500 or a less than 30 days to \$25,000.00.

BIG money. Big is relative, right? If you are broke and can't make your rent, a thousand bucks might be BIG to you. With that in mind, we'll use 1,000 bux as big money, and 10,000 dollars as BIG money and above that figure, you decide, OK?

NEVER ENDING MONEY. This is money which comes to you steadily over a long period of time. It could be simple interest on a savings account or it could be the continuous selling of a product over a long period of time, like one of ours, with 18 years of ongoing profits.

My name is Gordon Jay Alexander and along with my partner, Dien Rice Ph.D, we have operated a small, boutique business forum for the last 16 years. You can find our forum at www.sowpub.com

I've been online since 1985 and on the early days of the WWW since the beginning. Dien and I are both researchers and businessmen. We have been involved in several different kinds of businesses. My background is business opportunity and remote direct marketing. Professor Rice was a college physics teacher.

OK, that is enough about us. We want to get on and help you. Read these case studies carefully, one could spark an idea for you.

CASE STUDY ONE: \$27,000.00 in 30 days selling a HOW TO report.

A few years ago I got a call from Bud Riggs of Carlsbad, N.M. Bud was a member of our Seeds Of Wisdom forum and had perfected a little side line business, cleaning headlights on cars and trucks. He wanted my help to write a report on how to do it.

During our talk, he invited me to N.M and being up for an adventure I flew down from Ohio and ended up staying almost 3 months. Bud had a 200 acre desert ranch and nice

guest house.

We went to work the first day, right after killing a 4 foot rattlesnake and burning a nest of black widow spiders. I don't think I slept much during my "vacation".

Bud thought he was going blind and went to the doctor worried about his night vision, but his eyes were fine. He figured out it was his headlights which were foggy and dirty. So he cleaned them.

The problem was they didn't stay clean for very long in the desert. So he set out to figure out how to clean them and keep them clean. It took about 18 months and then he set up a little business at a local car wash. After getting to 400 dollars a day, he figured he had something to sell to other people who might also be interested in making a little side line money. That's when he called me.

It took about 10 days to write the report, and make the videos, then we edited and got it to the point where he was happy with it.

The first day we offered it for sale, we made 105 sales at 97 dollars, a \$10,185.00 day. He went on to sell over \$27,000.00 in the first month and his take was just over 15 grand. We feel that is pretty fast AND pretty big too.

You have heard it said, "**The money is in the list.**" In this instance it was MY list of business opportunity buyers which today is about 2600. One time it was over 10,000 but I whittled it down to buyers only. It is one of the lists we have developed over the years, albeit one of the smaller ones.

I'd rather have a list of 2500 BUYERS than 100,000 lookers and tire kickers. The same list could be available to you.

This is the end of CASE STUDY ONE: Headlight Cleaning Manual.

Now onward. I started with this case study because it reveals several important lessons. One of these takeaways could be the key for you to begin your own IM journey.

- 1) I took on Bud's project because I knew there was a market, having been in the Biz-Op field for over 40 years.
- 2) He was for real. He was DOING it, actually cleaning headlights and could prove he could make 200 to 400 bux a day, and we put the proof on video.
- 3) We tested various offers after the initial dust settled. We started with a promotion I wrote because I've been writing advertising promotions for decades. Then he wanted to try his hand at it, and he tested several of his own and those promotions of other people. No one could best my control.
- 4) Bud wanted the KNOWLEDGE as much as the money from the project. He was pleased and surprised but it was the PROCESS of creating a money maker which he most valued.
- 5) He listened and ACTED UPON advice given.

Here are questions to ask yourself.

Have you chosen a niche or market of BUYERS?

Instead of creating something first, if you want to make FAST money, you have to create (or acquire) something **where the demand already exists**. I see so many people start with the idea first and then try to find a market. It can be done, but it isn't a fast way of doing things.

Where will your buyers come from and how will they find your promotion? And maybe most importantly, can you even write a promotion which will make you sales?

Now, a couple of WARRIORS case studies.

My last WSO was a few years ago. I've long since retired and don't do much online these days. The WSO was for a product I called The APV or Automatic Product Vending. APV is when you build a simple static web site selling one or a handful of products and then set it and forget it, but keep driving traffic to it.

With my **WSO** and I was able to generate 1000 dollars in a couple of days. Of course, having been a Warrior for many years and having a decent reputation didn't hurt, but in the next case study, I'll show you how a new Warrior made over 1,000 dollars with his WSO in a couple of weeks.

The secret to selling a WSO, that is unless you just want to hit and run, is to **offer true value to the WF members**. There have been countless scams and Warriors not delivering on their promise and they have paid the price with ruined reputations.

I know many Warriors who make a full time income from the WF because they have been around and have delivered on their offers. The WF could be your gold mine, or it could be just fool's gold, another place with shiny object you can chase.

I find it to be what one makes it. Some of you make it a money pit where you keep throwing dollars into the wishing well and never get your wish granted.

Now the APV WSO was a simple offer, to a simple sales page. The APV has been tested and proven and has withstood the test of time, and used by scores of successful IM'ers.

I consider any business activity which generates 1000 dollars in sales in one day to be fast, especially if the cost is a little time and a net profit over 900 bux, to me, that is pretty, pretty, pretty fast.

I've had other "real" businesses which generated that kind of fast money including a resume writing service, a golf shop and a singing telegram business. The reason this WSO turned over fast profits was:

- 1) Easy to understand concept**
- 2) Little to no technical skills**
- 3) Anyone could do it using PLR**
- 4) Proof**
- 5) A bonus of ideas and niches (I think most thought this more value than the report itself, sometimes a good bonus can do that for a WSO).**

End of Case Study Two, the APV WSO

Now for another WF case study.

Case Study 3, WF sig file for newbie, for a report on FREE.

A couple of years ago I rec'd a PM from a "frustrated newbie". He had gone broke trying to make some money, any money at all from IM. He was digging himself into a hole.

So, I showed him how to do everything for FREE. He didn't spend a single dime and made over **\$1,000.00 in less than 3 weeks**. He was ecstatic and has since become a pretty good young marketer.

HOW DID HE DO IT? I showed him how to set up a Dropbox account. Do you have one? I showed him how to use FREE word processor Open Office. Then we created a sales page in Open Office, exported it as a PDF file, uploaded it to Dropbox, added FREE stat counter to it to track things.

I showed him how to use FREE sniping tool and/or *Print Screen* and FREE online photo editing.

He tracked all of this activity, and then we created a short report on how to do it all for free. Instead of a WSO, we used just a signature file which opened the pdf in Dropbox. He offered it for 10 dollars and as testimonials came in (none free or exchanges)...he added those to his promotion. He sold over 100 copies in about 3 weeks with the only promotion being the sig file, which he kept changing and tracking to see which one would pull the most.

Once he saw results, he got serious about studying and I helped him to learn the skills, most importantly **COPYWRITING** skills, and he has gone on to build a very nice income while still in college.

END of Case Study 3, WF sig file for FREE.

Some takeaways from these two WF case studies.

I've known warriors who made 10,000 bux and more from ONE of their WSO's. Some warriors have made tens of thousands of dollars with just WSOs alone. If you deliver value and establish trust, the Warrior Forum can be your gold mine.

Since I've had my own forum, and dozens of static APV sites, as well as blogs and lucrative affiliate programs, I've never fully exploited the WF, and as of today, it is a much different place than it was a few years ago. Can't say better or worse, just different and I spend very little time there.

Keep these things in mind about the WF:

- 1)** It is a ***gathering place*** of many people with different interests but all about making money online. When you want to make money, you want to look for gathering places, like on Facebook, Google Groups. Public and Private forums, Yahoo groups and local Craigslist groups.
- 2)** Where people gather you'll find **supply and demand**. To make your

- money you want to be on the supply side of things.
- 3) Gathering places have a continuous FLOW of people, they come, they go and new people come in which could be part of the DEMAND for your stuff.
 - 4) Sometimes, as with the WF, ownership changes and rules change. If you want to stay and participate, you better get in step quickly with the new owners.
 - 5) There are far more newbies, "fake it til you make it" types and just out and out scammers, hustlers and jerks then there are quality marketers who can actually help you out. I count 35 people whom I would trust with my money.

TWO more case studies.

The case study of Never Ending Profits, the Chattel Report.

I wrote the Chattel Report over 18 years ago and it continues to sell today. We have several products which have produced cash flow income for over a decade. Sure, they may end at some point, but as long as new people come into the game, the market for them will never end.

It is an interesting evolution. Originally I sold it as a real off line product, a spiral bound notebook with colored pencils and maps. Then it was redone as an ebook, and then a pdf file.

Each evolution had updates and changes.

The Chattel Report is about buying and selling personal property, which I got involved in while in the Navy.

Today it is a trillion dollar world wide business, often a part of the cash economy.

In those old days, I had to use newspapers and hot sheets and classified ads.

Today, you have Craigslist, backpage, eBay, trader pubs online and AMAZON, the 800 pound gorilla of buying and selling. I encourage everyone to set up an Amazon account if you can. At the very least an eBay and if you have them, a Craigslist.

It is not unusual to pick up a quick 200 to 400 bux in a few hours with Craigslist, if you know what you are doing.

Also, the Never Ending Profits came about through various mentoring and teaching programs I set up as add ons and support. I also had private member forums and short term or fixed term membership training programs.

See, if you find a hungry market, you have to serve it for as long as you can by staying current and keeping updated.

The Chattel Report is one of those APV products as well as an example of doing work once (with updates) and making money for years and years.

End of Chattel Report case study.

The affiliate related product.

One of my Chattel students, Skip Rosell, really took to chattel. He also was a student of my Creating IP (Intellectual Property) course. Over the years we've created dozens of reports, hot sheets, folios, courses, etc., etc.

Skip became a proficient writer of small reports on business opportunity. I helped him with several of these and his last one was a specialized report on Chatteling with the idea of a new report. We wrote, the **Craigslist/Amazon Fast Cash Report**.

It was a short little report which sold for 10 bux and we tapped into a huge list from my Chattel Report as well as other lists. Skip sold tons of these, not at liberty to divulge because I was acting as an affiliate, it was his product, and my lists.

You may call this a joint venture, whatever you want. I'm still open to the Joint Venture idea, got an idea? gjabiz@yahoo.com

See, the important point for you is: find a product which is already selling well and create a SUPPLEMENT or **COMPLIMENTARY** product the list owner can offer to his list.

If you made it this far, this may be the only thing you need to get yourself out of the dire straights, the pits, the down and outs. And desperation.

FIND A PRODUCT WITH GOOD SALES, AND CREATE/ACQUIRE a COMPLIMENTARY PRODUCT.

THE LEAD GENERATION CASE STUDY.

My friend and associate Steve DiMarco and I were doing a project and we co-wrote a report **The ABSENTEE CASH COW** report, which we somewhat sold. But the main purpose was to give it away as a lead generator to people who might be interested in some higher priced consulting services.

You may not (or you may) be able to offer high end consultation at this stage of your career, but it is a good point to aim for. It is so much easier to work with guys who will give you 10k or more for your trusted advice than it is to work with people who pay you 10 dollars and expect miracles from their 10 bux. YIKES.

THE BUILD CREDIBILITY CASE STUDY.

I wrote the **Nectar of the Masters** report, more or less to give to people who didn't know me, a readable and useful report on some of my mentors. I rec'd several big paying gigs from those who read this report and said, "Gee, I never knew."

I've been around a long time and have worked with and for some pretty recognizable names. If you need to build credibility, offering a short report sprinkled with your biography can help you get clients and more work.

Let's do a quick review of this report so far, OK?

You have read about some pretty FAST money being made with a Warrior Forum WSO and a WF sig file.

You have read about the Headlight Cleaning Manual and 27 thousand dollars coming in only 30 days.

**Would'nt you call a \$15,000.00 NET PROFIT in 30 days BIG MONEY?
As well as fast? I do.**

You were told about my Joint Ventures AND about the creation of COMPLIMENTARY PRODUCTS to be offered to people with big lists.

**Fast money, BIG money, Never Ending Money.
HOW TO?**

I've touched on a few of the ways to do it. You see most of what we've done was by selling specialty reports.

They have been our bread and butter for over 16 years.

Now, before I go on and overload you with more great stuff, all for free, give me a moment to make you an offer. First, there is NO up sell, NO cross sell, nothing else to buy.

HERE IS THE DEAL.

Send me ten bucks. I'll give you the following reports:

The Absentee Cash Cow report.

The Headlight Cleaning Manual (without videos, file too big)

The Craigslist/Amazon Fast Cash Report.

The All Things for FREE report.

Nectar of the Masters Report

Five reports which have sold thousands of dollars, yours for just 2 bux each. These have sold for over 140 dollars, from a low of 5 to a high of 97 dollars.

The reason for this offer is simple. I want to show you, for you to see for yourself, how simple and easy these can be to make and once you see them for yourself, you may get inspired and get on track to make Fast, BIG and Never Ending money yourself.

These are sent to you as EXAMPLES of quick products you can make and fill a DEMAND in your market. I offer NO SUPPORT on any of the contents and will not answer questions other than the HOW parts.

Send 10 dollars (USA) to my PayPal, gjabiz@paypal.com and I'll send these to you as attachments to your email addy. Make sure you include the email you want them sent to, OK.

That's the big sales pitch.

Now for even more goodies and answers to the most popular questions.

First, picking a niche. Good golly Molly, hundreds to choose from.

About niches:

Two basic types; **Evergreen** and **topical**.

This is a huge broad stroke concept. Evergreen niches are like the trees which stay green all year and don't lose their leaves. Topical is what is in TODAY'S news.

I'm writing this right before the Republican Party Convention in Cleveland, OH. By next week, this **HOT** topic will be less hot, decisions were made and on with the show. Also, today is the final round of golf's THE OPEN, being played at the famous TROON golf course.

I have golf related products, some of which have been selling for decades, but if I had something just for this tournament, it would be a short lived project, SEE? You can create products quickly, one of my associates is big in PRINTING of yard signs for politicians, he'll do very well this year, so he milks it for all it's worth.

Golf is a huge MARKET. Putters are a NICHE of that market. You can do products for both and probably should if involved. When I had my golf shop, I created products for both the MARKET and various niches. For example, I had training for GOLF, which everyone needs and most want instruction, even Pros have a golf coach.

But within the market of GOLF, there are many niches, one was training devices, like the Perfect Swing Trainer which I sold a lot of because my shop was in an upscale area where the golfers had the money.

The GOLF market has been evergreen, however, training devices are more of a come and go niche.

What is **HOT today, doesn't stay hot for long because the market keeps moving.**

When you are looking at markets, you want to find items which are **selling (DEMAND)**. Amazon, eBay and even places like ClickBank can be good resources for you. At ClickBank you look for long selling ideas, and best sellers. Sometimes it is a topical idea, and for the long game, the Never Ending Money, it is EVERGREEN.

Today, Pokemon GO is all the rage, very topical, whether it becomes evergreen is to be seen.

The very best Market for you to get into to start, is one in which you already participate.

What do you like to do with your free time? Where do you go when online?

Look in the mirror and there stands your ideal PROSPECT.

What does she want? Where is she buying it? Can you create or supplement what she is already buying?

When you get involved with ideas just to try to make money, here is what happens, YOU LOSE INTEREST and you don't stay with one thing long enough to make any money and have to go to the Warrior Forum and re-read the most popular of all posts, what to do when you desperate?

I'm trying to help not be desperate.

But a word now about FAST money.

As you have seen, a person can make a quick 1000 bux and relatively fast 15,000 dollars too. Now that is not like the gurus who brag about making a million in a day, which is probably BS for most of them. They do make tens of thousands quickly by being part of a syndicate, group or network. But you make take a few years to become one of them.

The problem with fast money, in general, is it doesn't sustain itself.

The market or niche gets reached, the buyers have gone beyond diminishing returns, and you will have to spend money to get new or fresh customers.

The problem most of you have with FAST money is, you spend it. Because you have

allowed yourself to get desperate, and you have to keep the wolves away, you spend your money rather than reinvesting it into a longer term strategy which will become NEVER ENDING PROFITS.

Sure, making a quick thousand bux is easily doable, but can you hold onto 800 of it to reinvest. If your answer is no, then you have deeper problems which you must resolve first.

Now, after 35 years of online and 22 of WWW money-making activity I have drawn several conclusions.

**The first thing, most failure does not have a PLAN.
They wing it. They fire, shoot and then aim.**

One in a thousand can be successful with this method. Want proof?, go to WF and see the nearly million people and know that probably less than 250 actually make a full time Online Income with IM. And that is being generous. Far less than one in 1000, but if you think that is you, I hope it is.

Now about PLANS. That great philosopher Mike Tyson once said, *'Every boxer has a plan, until he gets hit in the mouth'*.

Every plan is going to run into detours, distractions and emergencies. Those should be a part of your plan.

My very best advice is to get a copy of **THINK AND GROW RICH** by Napoleon Hill and get to that page where he tells you to write out a 6 part plan. I haven't seen anything better and with decades of results, TAGR has withstood the test of time.

Also, quit asking what you should do with your life at forums and soliciting complete strangers. How can I tell you what is best for you to do? It is a silly question and deserves the spurn it gets.

A PLAN consists of TIME and ACTIVITY with measurable milestones, activities checklist and the time spent to do the activities.

Biggest thing I've seen with most people's plans is, they OVER ESTIMATE how much time they actually have to spend. I'd say by 50% If you tell me you've got 20 hours a week, I ask for 10, and even then some of my past students have struggled to find the 10. You don't have as much time as you think you do.

The trouble with BIG money.

Best example I can use is from the WF where one very stubborn Warrior climbed the mountain to making 100 thousand dollars a year with his IM, I'd say 6 figures qualifies

as BIG money for most of us, eh?

When he reached the Summit he began offering Coaching, a WSO full of promises; “ *if we just did what he did, we'd get what he got*”. Ever hear that one?

What did he get? BIG money for a couple of years, guru status, many WF followers...and a Google Slap. One change in the Google algorithm and the next year he made a paltry few, less than 5, thousand dollars.

And he didn't fulfill on his WSO either. The cautionary tale for many of you, is even when you start making the BIG money, keep your head small and let your bank account swell and not your ego.

Especially if you have a wife, husband or kids, it is not the time to splurge but to save. Save and invest safely until you can afford more risk. Single people on an adventure, or beach quest, they can act like big shots and live their lifestyle, big difference between being single and a family person.

The LURE of BIG money in IM is very appealing to most people who don't have extra money, but they bring bad habits and the false belief that once big money starts coming in, you can sustain it, learn from WF losers, don't get a FATHEAD, but make savings and growth a part of your long term plan.

Think what you will have if you had a million dollars in the bank, after taxes. Would you live in a big house? Then remember Warren Buffet, one of the richest in the world drives used cars and has a modest house. What and why do you need splash for?

TIME. How long to freedom?

I don't know what freedom means to you.

Let's talk numbers. In USA, AVG American earns 30k a year. That represents a wage of 15 dollars an hour and there are MILLIONS of Americans far below that.

Some freedom comes in most of the USA, not big cities however, when one reaches 60k a year. Which is about 5k a month. A couple each making that can live a pretty high quality lifestyle, except in New York and LA. Best location in the nation for that couple is Ohio, South suburbs of Cleveland and Greater Columbus, the hottest city in America.

The magic number most IM ers want to get to is the 100k a year, like our FATHEAD Warrior friend did, only most are UNable to maintain it if they don't have a PLAN.

I believe almost any sincere person with a good plan can get to 30k in two years and 60

to 100k in 4, IF they don't spend a lot of time learning what doesn't work for them.

I think, on average, most Warriors spend two years of time chasing their tails because they didn't take the time to choose the best course of action for them, but rather, bought into too many WSO and guru BS.

Spend 30-60 days on figuring it out and you can probably replace most job income in 2 to 3 years.

OK.

I set out to give a few case studies of FAST, BIG AND NEVER ENDING MONEY. You have questions? Send them to me, gjabiz@yahoo.com And don't forget my offer, which could disappear any day, get examples of my 5 reports for only 2 dollars each.

Gordon Jay Alexander