

How To Get Paid For  
Everything You Do,  
Anytime You Want,  
Faster And Easier Than  
You Ever Thought Possible

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# Introduction

**Welcome!**

I have a quick warning about this report...

*You may actually have to do some thinking! \*gasp\**

This is not a report of the step-by-step, paint by numbers variety... no, it's much more valuable than that.

If I think back to when I started out in Information Marketing, I was always 'busy.' I had a ton of 'work' and 'studying' to do.

And yet... **I didn't get paid a dime to do it!**

The honest, frank, "hurts to hear but shouldn't be hidden" truth about Information Marketing is that you make pennies per hour of effort when you begin... at least if you do it wrong, like I did!

And unfortunately for many folks... it never gets much better.

**But it doesn't have to be that way!**

The following 14 insights are the result of my own journey from struggling newcomer to running a multiple six-figure business.

It took me six months to build up a full time income online... but once it clicked, it clicked.

There are certain barriers that you have to break through, many of which I talk about in this report. One is simply making the first dollar from a new project... or even your first dollar online.

The wonderful thing about selling on the internet, the freest, fastest moving form of media in the world, is that behind a trickle of sales lies a flood of profits when you follow some basic principles.

I hope that this report sparks a flood of ideas for you, and helps you *Get Paid For Everything You Do, Anytime You Want, Faster And Easier Than You Ever Thought Possible!*

# It's Not What You're Good At... It's What You Get Paid For

**I'm good at a lot of things.**

We all have a lot of talents. I seem to pick up languages quite well. I adapt well to new situations. I'm very tall.

Obviously I don't get paid to do any of that!

Even though I have many natural talents (as you do, too), I focus on just a **few core competencies** that allow me to run a flourishing business.

For me, those happen to be writing sales copy, product development, and coordinating launches.

Those skills and talents pay very, very well... which is why I make them the focus of my business.

We all have a need to feel appreciated, which often comes in the form of positive reinforcement from others.

This is **dangerous!**

It's dangerous because you might receive endless comments about one of your main passions or talents... but it could hold little to no monetary value of any sort.

I'll give you a concrete example. Over the past two years, I produced a documentary film. It's a nice film, gets great reviews, has been seen all over the country... but it won't make me a dime.

That's because it's not designed to make me money (it's a charitable project). Even if I wanted to make money with the film, it would be extremely difficult. The market just isn't there, no matter how good the film is!

Sure, it's helpful and fulfilling to make your natural talents the focus of your business. You just have to make sure they're talents that you can **get paid for** one way or another.

If you're running an online business, there are endless skills that are considered valuable. I'll list just a few...

- Can you **write compelling sales copy**? Almost every online business needs that! You can write for your own products, or offer it as a service to others (I have done both).
- Can you **design beautiful and functional websites**? I know this is a skill I value highly, and gladly pay for!
- Can you **perform outstanding research**? You can apply this to keywords, website competition, niche selection, short reports, e-books, product research, and more, either for yourself or others.
- Can you **develop strong business relationships**? There's a reason JV brokers make a killing. This is a highly valuable skill.
- Do you have **unique life experiences**? Simple life experiences can be turned into valuable information products.

Of course I could go on, but I'd like to get to the most important point... the skills that are most valuable are those that directly lead to **more sales**, either of your own products or for others.

That's why I study sales copy, marketing funnels, and launch strategies *borderline obsessively*... because they all lead to **more sales**.

Do you have any skills that directly lead to more sales? If not, it's time to get a move on and develop some!

## You Don't Have To Be Passionate About Your Work... As Long As You're Passionate About Life

**So many people get this all wrong.**

Brian D. McElroy

Get Paid For Everything

“Do something that you’re passionate about”

“The money will follow”

“You should have an interest in your niche.”

**Bollocks!**

(I think that’s British for ‘BS.’)

I’m passionate about a lot of things...

Travel.

Learning languages.

Economic development.

In fact, I try to fill my life with as much fun and adventure around the world as I can.

There’s just one problem...

**I have to pay for it!**

It may not sound so nice to put it bluntly, but the overriding purpose of my business is to produce a solid income... an income that funds everything else I do.

Yes, I want to create value and add something positive to the lives of others by providing extremely high quality products and services... but I don’t want to go broke doing it!

As Dan Kennedy says... “the purpose of a business is to make its owner rich.”

This is my advice when selecting a niche to enter, or before you begin offering a particular service.

*Do something that will make money.*

**It’s that simple!**

There are some very simple ways to figure out if what you're doing is going to make money.

How about some basic market research. Is there a hungry crowd of people who spend money that you can reach cost effectively? Are there other people making gobs of money in the market?

Or how about this one... **just do something!** You don't have to create the be-all end-all product in a market to see if it's worth entering... you can easily 'test the waters' by driving some traffic as an affiliate (either via free traffic generation methods like article marketing, or much more quickly with a few dollars spent on Google AdWords), or by creating a quick, basic offering of your own.

Just don't jump in with both feet before you know how deep the water is!

My first report that I sold was 11 pages long, and sold for \$7. If no one had liked it, I wouldn't have been too upset... it took all of 2 1/2 hours to write.

But something funny happened... over 140 copies sold within 48 hours, and positive feedback came flowing in. So what did I do?

**I created more products.**

That's a pretty simple model, right? Try something. If it works, do more of it. If it doesn't, *try something else.*

This very simple model has led to some fun things...

I would be really hard pressed to come up with a better way to support myself than having an internet business. The freedom and opportunities are incredible- and only getting better.

I now live in Rio de Janeiro, work from a home office with a spectacular view of the most beautiful bay in the world, and am able to learn a new language and explore a new culture thanks to earning a living online.

That's why I don't run a smalltime website on my passions that would earn pennies with AdSense... what would be the point of that?

Now, I'm not saying that being passionate about your business is a bad thing... far from it! I love writing copy and studying marketing, and have a good time doing it. A close friend of mine recently turned down a number of big money opportunities in order to concentrate on the website that suits her passion... the difference is, her passion is for weight loss, and the site is going to make her a mint!

Bottom line, make sure you're looking out for your bottom line. You will find plenty of ways to infuse your life with passion outside your business... at least if it's set up correctly.

## Failure Is The Only Option

**I've failed in business more times than I care to count.**

I'm not talking "catastrophic oh my God the world is crashing down" failure, but I've had some less than stellar moments.

I spent weeks preparing an offer... only to see it fall flat on its face.

I spent months learning PPC and affiliate marketing... only to realize I sucked at it.

I've lost hundreds of hours of productive time to doing small tasks that really should have been outsourced... but I wanted "total control."

But you know what?

**I COULDN'T CARE LESS!**

Because it is thanks to these failures that now...

- I move quickly and furiously, never counting on just one offer or project to bring in the bacon (no more waiting for weeks of product development).

- No more PPC or affiliate marketing for me... I didn't really fail, *I simply came to a better understanding of my strengths.*

- I outsource a LOT more... and can now concentrate on the work that pays several hundred dollars an hour, rather than the few bucks I pay for outsourcing.

Failure was really the only option I had to arrive at these conclusions... and they've made my business stronger, and my life better.

I now try to fail as quickly and spectacularly as possible... because I know it's the best way to speed up my personal and professional development.

### **Want a concrete example?**

Ok, here we go. While visiting a business partner in Australia, we had the idea to start a new training program. Though neither of us had ever run such a program before... it launched 5 days later, **selling out in just 2 days and producing a healthy five figures in revenue ... with zero product development cost.**

Sure, there have been failures... but these small obstacles pale in comparison to the enormous opportunity they provide: the chance to learn by fire, and iron out all of the kinks before rolling out a larger program.

In other words... there's no better time to screw up than **RIGHT NOW!**

## **Why I've Spent A Small Fortune On My Education**

**I'm not talking average, run of the mill education.**

I'm talking about my education in business.

I began as many people do (who are looking to run an online business... but have no clue how!) That was with ebooks, membership sites, and forums that I found browsing about.

I'll say this for my early education... at least I was exposed to the different ways you can make a living online... even if none of them worked for me!

I then started to get PAID to learn information marketing by offering my services as a writer. That was a very, very good idea!

But things started getting REALLY interesting when I started seriously investing in my education.

My first internet marketing seminar was JV Alert Live in Philadelphia, in June 2007. I had emailed a bit with Ken McArthur, who runs the event, and I was interested in going... but I didn't have the cash!

I had just gotten my first freelance writing clients and hadn't gotten paid yet (and before that I was a student and broke!) Ken was kind enough to invite me to come anyway... and by the time the seminar rolled around, I had gotten paid for my writing and all was good.

That was a fair amount of money at the time... maybe \$1,000 for the weekend... but it led to a client that was worth twice that immediately, and more over the long term.

A great investment you might say!

I also picked up my first copywriting client at a seminar, the next one I attended. And the people I'm most comfortable working with are those I've met in person.

Just looking at seminars alone, I have about a 10-1 return on investment in terms of profit directly related to the contacts and information I've gained compared to the costs associated with attendance.

Needless to say, I'm glad to spend money on a seminar any day!

The other high-level investments I've made have been in coaching and mentoring. When John Carlton held a two-day "sweatshop" for a very limited number of people... I

sincerely wished I could drop the \$5k entrance fee for the chance to learn directly from the master.

I really didn't have the money at the time, so I had to get creative... I split the cost with my friend Rachel Rofe (you were allowed to bring a guest), and we sold a sales letter to a client with the "hook" that it would be critiqued by Carlton himself at the seminar at no extra charge.

Just like that, we scraped together the cash to make it to the seminar.

The result? Better copy, a personal testimonial from copywriting great John Carlton, and a huge boost in credibility.

As you can see, info products, seminars, and coaching have been integral to my progress... but I still haven't told you **why** I invested so much!

The simple answer is, I'm not a fan of incremental growth. I decided that to get to the top as quickly as possible, I needed to "buy" access to the top thinkers in the industry.

And it worked.

So how does this apply to you? Well, I highly suggest investing your money in assets that will pay off long into the future... by **learning core skills, and getting to know key people.**

So instead of buying the latest AdWords guide (if that's your thing) that gives you every sneaky trick in the book... go to an AdWords seminar and **meet the people who are on top of the industry.**

One of the main reasons people languish in Information Marketing, not making any progress, even over a number of years, is they never get beyond the information overload of ebooks, forums, software, videos, audios, teleseminars, and on and on.

For the cost of a few of those resources, you can join a group coaching program and receive personal help from someone who's 'been there.'

Even though there are big, hyped-up seminars that cost thousands of dollars... you can easily get more value from a free local meetup, or low cost event where you can actually interact with everyone.

With these strategies, you can invest your time and money in both information and relationships, which is infinitely more powerful than information alone.

## Positioning: Become An Expert Or Go Broke

**Am I an expert copywriter and information publisher?**

If you ask me, I am!

I don't see any reason to toil away at the bottom of the totem pole.

Not when there are so many easy and effective ways to become a recognized expert in your field.

Do I really have to go through them? My guess is, you know them already... you just may not realize how important they are.

I'll be the first to admit that I need to do more to be seen as an expert. I need a better website. I should publish a book. But heck, people are paying thousands of dollars for copy, and five hundred dollars an hour for consulting... so I must be doing **SOME-THING** right!

For me, becoming an expert means **EVERYTHING** is better... you get paid better, more people want your stuff, more people want to JV with you, you work with better clients and customers... think of how different that is to being a "newbie"!

Instead of going through a checklist of what you should do to become an expert, I'll give you my #1 tip that cannot be overstated. Far and away the most important thing to change in order to be perceived as an expert is...

# Your Mindset!

If you don't think you're an expert, then nobody else will, either. In other words, the first person you have to convince of your expert status is YOURSELF!

My guess is that you already have enough knowledge to be an expert in your chosen field... you're probably just not comfortable with "being" an expert yet.

Well, it's time to get over that!

You have to accept that your knowledge is sufficient, and start projecting the image that you want others to have of you.

I think that one insight is why my good friend Rachel Rofe was able to give me this testimonial...

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*When Brian asked me for a testimonial, I **didn't even flinch.***

*Through working with Brian, I **was able to pay off 5 of my 6 credit cards.** I went from someone who was living "paycheck to paycheck" with Internet projects to **consistently earning five figures a month.***

*Before him, I had no desire to get into copywriting. I thought the barrier to entry was huge, and hated asking people for money. I can honestly say that it's directly because of Brian that I'm about to raise my rates to \$5,000 a letter, and that I have a waiting list of clients.*

*All in less than a year.*

*It doesn't matter if YOU want to be a copywriter, have a membership site, or whatever else – the point is, Brian can and will help you.*

*I highly recommend listening to what he has to say.*

*Well... unless you dislike making money, that is.*

*Rachel Rofe*

*[www.RachelRofe.com](http://www.RachelRofe.com)*

###

As you can see, the results from this subtle change in mindset can be astounding!

Rachel went from never having written copy for a client to charging several thousand dollars per letter within a period of just a few months... and it wasn't due to a great change in her copywriting skills.

She was already a great writer before... she just hadn't convinced herself of it!

The fact is, you're already a highly skilled person, and have the ability to reach expert status in your chosen field within months, weeks, or even days.

It's up to you to decide when you're ready.

## The More I Give, The More I Get

**Treat your clients and customers like gold.**

Brian D. McElroy

Get Paid For Everything

The most expensive thing you can do in business is acquire a new customer (or really, really piss off an existing one).

That's why current customers should be treated like gold, and you should have a marketing funnel in place that lets your current customers come back for more.

I will readily admit that I don't have a HUGE email list. In terms of buyers, it's just a few thousand.

Yet that relatively small list helps me make an outrageous full time living on line... month after month!

Here are some of my "secrets" for building up a ravenous buyers list that wants to hear about everything you're selling...

- Theme your offers

- Your dog training members don't want to hear about your cat training offer... if you have a buyer's list, make sure you're sending them relevant offers.

- Overdeliver to the nth degree

- I almost always have bonuses (and, whenever possible, unannounced bonuses) on my download pages. Think about it... what does it cost you to offer your digital products for free? Abso-freaking-lutely nothing! It just builds up goodwill and makes people feel like they got a great deal.

- Make your product high quality to begin with! When someone goes through my products, I want them to say "Wow, this is really well put together. I LOVE it!" Will your customers say that about your product?

- Give it to 'em straight

- The sign up for my list always says exactly what it is... "Sign up here to be notified of my future offers." The people on the list don't mind being "sold" to... because that's why they signed up!

- Free never hurts

- I also offer free products from time to time. Not a lot- getting paid is nice, and people tend to use something they paid for more- but sometimes. It's always appreciated. And I always give free upgrades when a product is improved- again, it costs you nothing, but builds up customer loyalty.

The same is even more true when it comes to offering services, such as ghostwriting, copywriting, graphic design, etc.

Offering a service is one of the best ways to get paid a regular "paycheck" ... *but only if you have enough clients!*

Just like with customers of info products, there are specific steps you can take to treat your clients well and keep them coming back for more...

- Again... overdeliver!

- Clients love bonuses too. If you're contracted for 5 articles, why not deliver an extra one or two?

- Client-only discounts

- If I ever discount my copywriting services, it's previous clients who have first dibs.

- Complementary services

- If you write articles for \$10 each, why not "upsell" your clients an article submission service for a few dollars more? (Tip: you don't actually have to do it yourself if you don't want to.)

Yes, even service providers are allowed to think like marketers and maximize their bottom line!

You can also consider a rush service for an extra fee, testing services for copy-

writers, blog customization for web designers, a monthly maintenance fee for SEO... anything to add more value and increase your revenue.

- Be creative!

- You don't have to sit around and wait for clients to come to you.

If you know you've got something of value... why not make a proposition?

I've found that my copywriting clients are the ideal people to ask for a Joint Venture, because we know each other personally... and they know the product will have great copy!

So if you have an idea for a new product or service, hit up your home turf first, as that's often where you'll see the best results.

Remember, the hardest thing you can do is acquire a new client or customer... so take care of the ones you've got!

## Find People Who Value Your Skills Even More Than You

**Do you know what a Stupid Human Trick is?**

Look it up on YouTube, you could probably keep yourself entertained for weeks!

It's something weird, bizarre, and/or rare that a person can do with their body. Examples would be random double joints, rolling your tummy, or making your eyes look different ways.

Point is... they're pointless! At least to the person who can do them.

But what about their audience? If someone is doing a stupid human trick, I'm watching. They're priceless!

In a certain sense, the same can be said for some skills in Information Marketing.

Take article writing for instance. Writing an article does not have much value in and of itself. Writing an article as part of a systematic traffic generation machine does have value.

Perhaps you don't yet have a business where you can generate significant revenue from articles and the traffic they bring, and you're not comfortable with affiliate marketing.

Well, you have a stupid human trick that you can command a handsome fee for... if you find the right audience. (Hint: It's people with a business that can generate significant revenue from articles and the traffic they bring.)

Let's take this a step further... because article writing in and of itself is not exactly a highly paid profession.

Remember, you want to look for where the money is. In this situation, it's traffic, because targeted traffic will bring sales. So rather than being an article writer... why not position yourself as a traffic generation expert?

Let's face it, there are good ways to use articles, and there are also completely useless ways. If you study how to maximize the effectiveness of articles, you can become an expert in traffic generation in just a few days of study.

I'm going to give you an idea right now that could give you a legitimate, full-time, handsome income online within weeks.

**Geez I hope you're paying attention!**

Set up an article marketing business. Call yourself a consultant, expert, CEO, President, just *anything other than article writer*. Write a white paper with a sexy title, something like "How To Generate Unlimited FREE Traffic For Life!"

Actually that's pretty good, use it!

Distribute that white paper for free, and find an audience of business owners who you can target and offer your services to. (These could be members of online forums, the

people who's email lists you're on, offline business owners, you name it... just find an audience you can reach easily.)

What are your services? Glorified article marketing. You can either do all the work yourself (to begin with), or outsource it to people who have the exact same basic skills as you do, but don't know how to "Get Paid For Everything You Do, Anytime You Want, Faster And Easier Than You Ever Thought Possible".

I can tell you how to make this really sexy, and command premium fees for your services. Turn your article marketing into a *social media campaign*. I know guys just out of college who charge several thousand dollars per campaign, and they're not doing anything you don't know how to do. They just position themselves as social media experts, not ghostwriters.

What does it take to turn article marketing into a social media campaign? I'm not an expert, so I can't lay it out step by step, but I guarantee you that with one weekend of research (from free information sources, no less), you could lay out a complete social media plan. YouTube videos, blog posts and comments, press release distribution... pretty basic stuff, right? But if used correctly, they can generate massive traffic and thus deliver extraordinary value to your clients.

There's a reason I say that you should do this for clients, and not for yourself, at least to begin with.

The reason is leverage. Your clients will have huge mailing lists, top JV partner relationships, story lines that have taken years to develop, and other important leverage points that you may not have.

So what do you do? Leverage their assets to develop your own credibility in the marketplace.

You can find people who can extract far more cash from your efforts than you could possibly hope to accomplish alone... and are willing to pay you for it... all the while building your credibility and experience.

And that's why you should find people who value your skills even more than you do.

## How To Legally And Ethically Steal The Best Business Models Online

**Success online is no secret.**

Some of the most successful business models online are sitting in front of you, waiting to be put into action... yet so many people try to re-invent the virtual wheel instead.

Here are the best ways I know to grab winning business models off the shelf and run with them immediately.

### **Buy Stuff**

You probably buy things online all the time... but are you always paying attention?

After watching a mind blowing presentation by Eben Pagan of Get Altitude, I went and purchased the product that built a \$20 million a year internet publishing empire, Double Your Dating.

His buying process is amazing!

First, you have the most ripped off squeeze page online. Then, the best sales copy you've ever seen (at least if you're a dude who wants to pick up more chicks). Then, a seamless buying process, the option to include a continuity program, high end upsells, follow up emails with incredible content and more upsells... holy crap!

Is there any mystery why this process is so successful? Is there any great “secret” behind it? Or... is it simply an awe-inspiring business model that you can “steal” (i.e. learn from and implement for yourself) at will?

That may have been the best \$40 I’ve ever spent... because I had my eyes open.

### **Work For Others**

I already covered finding other people who value your skills even more than you do... but there is another benefit.

People who run internet businesses with solid business models almost always need help with something- because they outsource a lot of work, and have the cash flow to pay for it.

One of my true keys to rapidly building my own knowledge and business acumen was working for people who ran great businesses and learning from them. As a copywriter, I’ve been privy to the minute details of several million dollar businesses across different markets.

I’ve been able to learn from those experiences to set up my own business the right way from the start... cutting down on months (or even years) of learning time.

Of course, the question becomes... how exactly do you go about doing that?

The first step is to identify your ‘target audience,’ then figuring out where they can be found.

A great way to find out what they need is to... ask them! Then do everything you can to provide it.

It certainly helps to have a useful skill and a bit of credibility first- things you probably already have or can acquire quickly.

The best part is... you can get paid extremely well! I would suggest working for free if you have to, just for the experience... but even better if you can get paid for your time!

Brian D. McElroy

Get Paid For Everything

## Read Some Real Books

Why is it that Information Marketers are always hot to buy the latest and greatest traffic generation ebook... but are seemingly allergic to the classics of marketing?

The best business models in the world have been outlined in classic marketing texts.

A great place to start is *The Ultimate Marketing Plan* by Dan Kennedy (or any of his other books, for that matter), or a classic advertising text like *Tested Advertising Methods* by John Caples.

But don't stop there! Rather than spending \$97 on an ebook, try grabbing 10 marketing classics off of Amazon.com... if you want to make serious changes to your business, they're sure to give you more bang for your buck.

## How I Make A Full-Time Living On The Internet, Even Though It Strains My Gray Matter To Install WordPress

**It could hardly be easier to install WordPress.**

I even have a webhost that makes it disgustingly idiot proof with this one-click installer. Yet somehow I always manage to screw it up!

I would go so far as to say that I don't possess a single skill specific to the internet that I could make a full-time living from.

Many people do, God bless 'em! Those programmers and Photoshop people and so on and so forth... they have skills specific to computers and the internet.

Not me! I know how to write. And sell. And network. I guess that about sums it up.

Don't Information Marketers complicate this too much? Always messing with the latest script, the newest widget, the fanciest tech stuff... while forgetting what really matters?

If you go to one of the outsourcing sites, like [www.getafreelancer.com](http://www.getafreelancer.com) or [www.odesk.com](http://www.odesk.com), you'll see what different "jobs" pay online.

Freelance writing (ghostwriting, article writing, etc.) pays about \$10 an hour, maybe \$20.

Installing scripts or setting up basic things like WordPress... \$10 or \$20 an hour.

Making forum posts... about \$0.20 each!

How much of your time do you spend doing these things... writing articles, posting them to directories, installing scripts, making forum posts, etc... I'm guessing quite a bit!

Now let's look beyond the low paying jobs to where it gets interesting.

How about being a JV broker. That can pay up to 25% of each sale that the affiliates you recruit make. Go ahead and ask Mike Merz or Willie Crawford or Reed Floren or Sean McAlister if they're making \$10-\$20 an hour.

Or how about copywriting. There's a skill that can pay several hundred dollars per hour... to write!

You can even turn a basic, low-paying skill into a services business... which can instantly transform your \$20 an hour gig into a full-time income, where you're making money from the work of others.

I think that a lot of Information Marketers would be well served by getting out of the Information Marketing mindset of quick cash from the latest technique. Sure, maybe you'll hit on something hot one day... but why not concentrate on building something of lasting value?

Whether you're working online or offline, if you can provide value, make more sales, and solve big problems... you're going to do well. It just so happens that it can go a lot more quickly online... if you get it right.

## Personal Productivity: How I Make \$300-\$1,000 Per Hour

**Ok, so I don't make \$300-\$1,000 EVERY hour!**

If I did, I might work all the time :)

But there are often times when I do... and I try to have them as often as possible.

I'll give you an example.

One of my first info products was an 11 page report on Google Page Rank. It took me just 2 1/2 hours to write, sales page and all!

It brought in over \$1,000 in its first 24 hours, meaning the time that went into writing the report was worth over \$300 an hour to me.

Let's take another quick example.

I had a meeting a few weeks ago. I went over to a friend's office, and we had a nice little chat over a cup of coffee.

I walked out with a nice check in my pocket and an agreement for \$6,000 worth of business over the following month.

And to think I spent so much time trying to sell \$7 reports!

What I did was sell copywriting services to a new client. Sure, it was at a discount from my normal rate... but I was happy to bring in a lot of business and there will be a great possibility for referrals at my usual quoted rate.

Before you say "I can't do that, I'm not a copywriter!", give me just a moment to expand on what happened...

You don't have to be a copywriter to command high fees. There are no hard and fast rules to what I'm writing about here... only a collection of strategies which, if applied correctly, can bring in cash any number of ways.

The key to my \$6,000 morning was (*listen up please, this is important!*) being perceived as an expert.

The weekend before I had given a short 30 minute presentation at an internet marketing workshop. I had put together 7 or 8 powerpoint slides, and I gave a spiel about how a beginner can write online copy that converts.

Because of that one simple presentation, I had 4 in-person meetings with interested prospects the following week alone, which lead to \$6,000 in copywriting business, over \$14,200 in benefits from bartering (exchanging my copywriting services for help from another business), and several leads to follow up on.

Come to think of it, that may have been the most profitable 30 minutes of my life!

Think about it... 30 minutes turned into well over \$20,000 of value... not bad, right?

Of course not everything you do will be worth that much- the key is cutting out the junk so you have enough time for those breakthrough moments.

I have some personal keys to productivity that have helped me greatly in this regard- use just one of them and you could have more \$300/hr days in the near future.

### **“Your Email Is Not Your Inbox”**

That’s a wonderful quote from a very powerful time management lecture given by Professor Randy Pausch:

<http://video.google.com/videoplay?docid=-5784740380335567758>

Watching that lecture, and reading a fantastic book that I’ll reveal in just a moment, helped me achieve this level of email control:

<http://www.brianmcelroy.name/NoEmail.jpg> (If you’re not reading this on your computer, that’s a screenshot of my primary email inbox with **zero** emails in it.)

I’m now a believer!

Brian D. McElroy

Get Paid For Everything

Watch the lecture, pick up the book... and stop being a slave to email. Your productivity will increase instantly.

### **“Personal Outsourcing”**

There are about 101 things in your personal life that you do, simply because everyone else does them, too.

But how many people do you know who are building a successful internet business... perhaps in addition to a regular job?

**If you have unusual goals, you better be willing to take unusual measures to achieve them.**

I've gone farther than most people- I have a virtual office, a VA in Pakistan, a personal assistant back in the States, I don't accept phone calls, and I have someone to clean, do laundry, and take care of everyday tasks.

The total cost for all that? A few hundred to a few thousand dollars a month... yet it saves me thousands of dollars worth of time!

I don't know what services are available based on your geographic location... but I'm guessing you could cut out a lot of time just by having someone mow your lawn, do your laundry, pick up your dry cleaning, or any other similar task.

If you can be creating a product that pays you \$300/hr for your time... spend the \$20 bucks an hour for the lawn mower!

### **“Business Outsourcing”**

Even the greenest newbie can (and should) outsource.

Outsourcing does not have to mean taking on significant costs- it can be as small as a \$20 e-book cover.

The real key is finding high quality, reliable outsourcers who you can depend on.

For me, that means working with several designers, several writers, several tech teams, and putting them all to the test.

How is their level of communication? How responsive are they? Can you reach them in a jam? Is their work top notch?

Freelancing is a competitive business- you can and should work to find the very best solution for you. When it comes time to undertake larger projects, you want to know that you've got dependable people on your team, and back-ups when necessary (and believe me, it will be necessary).

### **"Eat That Frog!"**

Bestselling author Brian Tracy has a wonderful way of expressing one of his keys to personal productivity: "Eat that frog!"

He says that you should take on your most challenging task of the day first, to get it out of the way.

We have a tendency to want to "take care of things" before getting to what's really important. But in the end that just holds us back... and what's most important is delayed, or never gets done!

This applies in Information Marketing just as anywhere else. Find out what your "frog" is, and eat it first thing in the morning. And if you have two frogs... eat the biggest one first!

### **"Getting Things Done"**

This is the book I referenced earlier... the one that has helped me so much in terms of personal productivity and email management.

Buy it!

If you haven't read it, it's one of the best investments you could make. As I write this, you can get it for \$9.00 on Amazon.com:

Brian D. McElroy

Get Paid For Everything

## [Getting Things Done by David Allen](#)

Put his tips into practice, and you'll find an extra hour or two each day, just like I have... and be free to think more clearly and be more creative on top of it.

## Why I hardly Ever Give Advice For Free

**It's just not worth it- for either party!**

Just the other day, I was sitting at a bar in Rio de Janeiro with a friend. She was complaining about her business- which she had started recently, but hadn't taken off as she wished.

It just so happens that I'm very familiar with her kind of business, and regularly charge at least \$500/hr for consulting in her field.

But heck, I'm not going to charge a friend for consulting, so I broke my rule- I gave her the best damn free advice she'd ever gotten.

I literally laid out a complete plan on the back of a napkin to take her \$300/month business to \$3,000/month within 30 days.

Yet where is she now, 30 days later?

You guessed it... right where she was a month ago!

**It wasn't because of bad advice, I'll tell you that much.**

Bottom line, she didn't value the advice I gave her, because it was free. On the other hand, I can spend the same amount of time with a paying client, and they cash in right away.

The way I see it, when someone pays me for my advice, it shows that they're ready to take action. The best advice in the world isn't worth the napkin it's written on if it's not put into action.

I do, however, do some things for free. I put out free information to establish my reputation, build an audience, or prepare for a launch.

In those cases, it's absolutely worth the effort.

But those are cases of giving away digital products, which doesn't cost me much, if anything at all.

As long as someone gets value from it, I figure I'm doing ok.

This also has to do with positioning. If people can get what they want from me for free... what are they going to pay for?

By charging a decent fee for my services, I position myself as an expert... and, I have found, increase the likelihood that people will follow my advice and see positive results.

I don't know if this would be considered providing something for "free," but I also try to provide top notch customer support, even for low-cost products. I try to answer any questions I receive, within reason of course.

There is a limit!

If someone needs extensive support, I have no trouble pointing them to the various services I offer, whether it be consulting, copywriting, or Information Marketing products and training. That way I get paid, and they take a serious step towards solving their problem.

# Simple Shift In Business Model Yields 331% Increase In Profits

## **You've been lied to!**

Most people think that making a ton of cash online is all about getting the most traffic possible.

It's not.

As a friend of mine likes to say, "the only thing more important than traffic is a good business model."

I'll give you a striking example.

When I wanted to become a copywriter, I did what most folks do... I put up a website (and not a terribly good one at that).

For the first few months, I focused very little on traffic generation, focusing rather on strengthening the business behind the site with great samples, strong testimonials, and working on my own skills.

In fact, my Statcounter reader shows that I only attracted about 30 visitors a month!

**And yet, those 30 visitors (yes, just one per day on average) were enough to provide a full time income from copywriting alone.**

Sure, that's an extreme example, but the concept holds for any number of situations.

Frank Kern released a video in which he stated that he could be earning \$400,000 per month recurring right now... if he had upsold his some 40,000 ebook purchasers a monthly recurring membership over the past decade.

Unfortunately... he didn't!

The key here is to implement small changes in your business model that dramatically impact your results.

I've identified the two most significant areas that almost everyone overlooks, yet have the largest potential impact.

The first is recurring income. The most popular form of this in the Information Marketing space is monthly membership sites, but there are other viable options.

Just a membership site might not make a difference of several hundred percent on your bottom line, however. That's where the second area comes in, high end products and services.

Depending on your niche, you could absolutely destroy your competition by using front end sales exclusively to feed your marketing funnel, following up with recurring income offers and high end products and services.

What can these include?

- Personal coaching
- Mastermind groups
- Home study courses
- Ultra-advanced version
- "Done for you" solution

Whatever it may be, this is where you find extremely high margins.

Let's take a look at some numbers, taken from my own experience...

**Front-end offer: \$47 e-book**

For every 1,000 visitors, 30 purchase. Total revenue: \$1,410

Stop there, and that's all you've got! However, add in some simple changes to the business model, and it starts to get interesting...

### **Recurring membership offer**

50% conversion on a \$37 per month offer, with an average stick rate of 3 months, adds \$1,665 to your bottom line.

And what about a higher end offering? Just a 10% conversion rate on your list of 30 customers for a \$1,000 high end offering yields \$3,000!

So we've gone from earning \$1,410 from every 1,000 visitors... to \$6,075! **That's a 331% increase in gross income.**

It may sound like more work... and it is. But the extra work of setting up a recurring income and high end product funnel is far more profitable than just doing a simple e-book.

The exact configuration will depend on your business and your market, but you can easily increase your profits using simple tweaks to your business model, no additional traffic required.

## How To Build A List Of Buyers

**It's tough to overstate the importance of a list of buyers.**

There is simply a monumental difference between a prospect list and a buyers list.

While anyone and everyone can sign up for your free widget, people who actually buy something from you are taking an enormous leap.

They're saying that they trust you enough to send you their money, and they're also interested enough in what you've got on offer to part ways with their hard earned cash.

Bridging the trust gap online is not easy to do... but once you've done it, you've got a potential gold mine in front of you.

This is why One Time Offers are so popular- and so powerful. You're selling to a group of people who have demonstrated that they trust you, are really interested in what you have to offer, are in a "buying mood", and there's an element of scarcity thrown in to boot.

Once you've gotten past the initial purchase decision, you can do something very exciting- go high priced!

If your e-book sells for \$47, offer a teleseminar for \$297.

If your info product costs \$97, sell a "done for you" solution for \$997.

Whatever you do, *offer something high priced!*

Even if no one takes you up on it- what does it cost you to offer it? ( <<== **Please read that sentence again!**)

And if you can deliver great value at the high price point... you're doing your customers a service by making the offer, right?

Let's get back to the question of how to develop a list of buyers in the first place.

It's pretty simple: *sell something!*

If you're not selling anything, you won't have a buyers list.

Even affiliates can have buyers lists... by offering a bonus and collecting names... but it's much easier with your own product or service.

Even if you have a list of just 10 buyers, at least you can "practice" with this list.

One of the greatest challenges in Information Marketing, if you ask me, is going from "buyer" to "seller."

By that I mean transitioning from purchasing products and services in the pursuit of knowledge and skills to selling your own products and services in the pursuit of cash.

Once you do make that leap, you want to get good at selling as quickly as possible!

Believe me, you don't want to get to the point of having hundreds or thousands of buyers and not know what to do with them. You want to screw up when you only have 10 or 15... so you can eventually get it right!

A key to having a list of buyers is to let them know that you will in fact be selling them stuff.

In the Information Marketing niche, I think you can be perfectly blunt and say "I'm going to sell you stuff."

In other niches, I think you can be just as effective by saying that you're going to "recommend stuff."

This works great for me- people on my lists don't mind receiving my offers, because I told them they were coming.

## Conclusion- Next Steps

### **Has this been a wild ride?**

I sure hope so!

Information Marketing is a fast and furious business, once you get it headed in the right direction.

I hope you'll take at least one Big Idea from this report, implement it, and see instant returns.

If you have any questions or feedback, you can connect with me on the free training page:

<http://www.informationmarketing.com/thankyou.html>

I appreciate your comments and feedback!

In thanks,

A handwritten signature in black ink, appearing to read 'BDM', with a long horizontal flourish extending to the right.

Brian D. McElroy

[www.InformationMarketing.com](http://www.InformationMarketing.com)