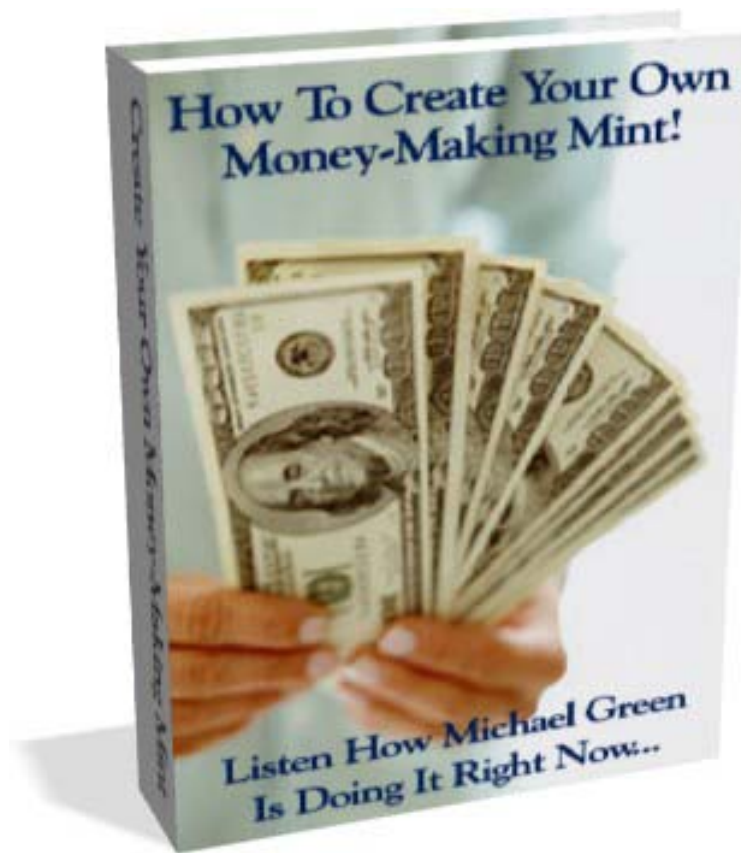


How To Create Your Own Money-Making Mint!



An Audio interview of Michael Green by professional broadcaster Peter Twist
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How To Create Your Own Money-Making Mint!



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Peter Twist interviews top line – highly successful – internet marketers like Michael Green. Now you can take advantage of his unique radio show by signing up for the Internet Marketing Lounge by simply clicking [here](#).

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Introduction

Peter Twist introduces internet marketer Michael Green.

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Michael Green spent 12 years building his conventional offline business before turning his hand to online marketing on a strictly part-time basis.

And from a standing start – as recently as February 2002 – Michael has created his online [How To Corp](#) business empire!

Michael has used the skills he picked up in his regular business life and successfully applied them to the Web.

His formula must have worked, because he's achieved STUNNING progress and has built a number 6 position on ClickBank's own – ranked by performance – MarketPlace.

Recently Michael wrote down his private formula and made it available for others to emulate and his latest toolkit "[How To Create And SELL Products ONLINE](#)" reveals ALL.

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Section One

Everything you've heard about the internet could be true.
No staff – low overheads and BIG profits!

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MG I have been in the printing business for 12 years, you could not find a more traditional, conventional business than printing, you have stock, you have paper, people and management, all those personnel issues and so on....

What attracted me to the internet business model is that I can do away with all of those things and I can make as much money or more money, but it goes directly into my pocket, it doesn't go to anyone else, I don't need staff, I don't need premises.

All the things you hear about have all been true for me on the internet, it's been inspiring, but much of what I have learnt has been from my real-world experiences of having a company and understanding what you have to do to make a project successful, but I've applied that to working on the internet.

PT I was having a discussion with my Father-In-Law last night and he was saying that the only way to improve your business was to employ other people because he said I couldn't do everything myself, I said that to a certain extent the internet is one of the few places where you can do it yourself.

MG Yes, in an offline business, my 12 years of work has been to ensure that I've employed a sufficient number of people so that I can gradually pull out and retire from that business, which I have done, I have become Chairman and dropped back now. However, with the online business, my intention is to never employ another person unless it's to fulfill a very specific task or project. You can use autoresponders with quite specific answers to questions, the software is available to do that.

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Section Two

Your internet business doesn't have to produce the same old boring stuff as everyone else!

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PT I think that if anything, the area that you have just mentioned is one where you could consider employing someone, customer service or technical support?

MG In fact I will soon be releasing my [first software product](#), because to date, all of my 'toolkits' have been information-based products. Software is something that needs much more support, so that takes the business into a slightly different sphere, so I could see maybe employing someone for software enquiries. But we will have a video to help people set up and answer peoples' questions.

The interesting thing about producing products, which are not just focused at the internet marketing community, but at business, like my product '[How To Present](#)' is that the sales profile is quite different. If I release a product like my '[Create and Sell Products Online](#)' which is aimed at that narrow internet marketing niche, maybe there's 100,000 people buying each other's products; I find that initially you get a mass of sales immediately from the early-adopters, the people who are out there craving more information.

It will sell, but gradually over its lifetime, because it's internet-focused it will stop selling. I have found that the interesting thing about selling the presentation toolkit is that it's just a steady seller, there's no peak or trough, it doesn't sell like an internet release, it sells month in, month out and I suspect also for the next couple of years, picking up more sales each month as affiliates come on board and start to promote it.

PT That's better than just trying to get a quick hit, unless of course you have a list of 1 million people and you'll make \$50,000 overnight!

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Section Three

Avoid the SPAM trap that way too many people fall into.

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MG If you are trying to build a successful online business, then you should never pick up a CD which says: “*43 million email addresses for \$12.99*”, and mail the lot of them, and close down your web server and move onto the next one, it isn't a sustainable way of building a business, it's crazy approach.

PT That's the biggest thing that people marketing on the internet begin to realize is that they're not going to make money overnight....

Is the actual look of a website important to you?

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Section Four

It's not the look of your website – but how good it is at getting the buyer from the top to the bottom!

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MG Well, my company is also a design company and has developed websites for many years back to 1995.

But again the revelation for me about going online has been how much all of that design experience goes out of the window!

Design is not THE key, sure if it looks nice then it will give visitors confidence. But the key is to get somebody from the top to the bottom of the sales page as quickly as possible to the purchase, without giving them distractions. If there are things flying around the screen or even links to anywhere, it's a distraction, so I avoid that if I can.

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Section Five

Get your sales letter right and get your product spot on.

[Listen with Windows Media](#)

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PT Nice looking, but simple!

MG Yes, we're all used to seeing these 'sales letter' pages, but the reason for that is because they work!

If you go full-screen, full width, it becomes difficult to read, you get distracted. I work with a bunch of web designers and they don't help the client, they love the way their pages look, but it doesn't help the client.

My first product was '[How To Write A Newsletter](#)' It has been the biggest selling product, partly because it's been around the longest, and partly because it answers a problem for people who are budding newsletter editors in whatever form. And it happens to apply to people who are both online and offline, so for example, a newsletter editor doing something for their local sports club would buy it, but equally, so would somebody who produces an ezine.

That means it has 2 audiences so it sells very well, it also has some copyright-free articles and templates. But from that I realized that there's a large constituent of people who are interested in buying something more specific to creating an ezine with the purpose of making money, so I created '[Easy Ezine Toolkit](#)' That is just aimed at somebody who's trying to make money online and they want to know how to set up an ezine, and as we all know, some large ezine publishers and those of us who are fortunate enough to have gathered together a lot of opt-in addresses are able to make money by sending out an email.

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Section Six

Market research or flop – the choice is yours!

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This teaches from scratch how to do that and that's [Easy Ezine Toolkit](#).

Then after that I decided that I would do something that was non-internet related so I created '[How To Make A Presentation](#)' That is really about presentation and public speaking. I learnt something from creating this product, which is to do the market research first, not afterwards!

I had been lucky with my first 2 products, but with the presentation book I focused on the presentation aspect of that product, whereas, the real market was interested as much in public speaking or maybe more.

Now the content covered a lot about public speaking, but the package design and the way I was promoting it didn't, so I found it really wasn't selling particularly well.

After doing some market research, I decided to re-orientate it by using a tagline like '*Public Speaking is America's #1 Fear - It Needn't Be Yours*' and all of a sudden it started selling and now it sells to both.

So, what was interesting is that I didn't change a word inside the package, I didn't get any refunds so I knew the information was good, it was just that it wasn't hitting the right key, just not promoting itself correctly. I could have found that out in advance with market research.

And from then on I market-researched everything like a nutter!

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Section Seven

You don't have to create EVERYTHING yourself.

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After that I released '[How To Find Happiness](#)'.

It's about beating stress and finding happiness. It was written by Jennifer Summers, she's an expert in using techniques and exercises to be more relaxed and ultimately find happiness. Again that has been a good steady seller.

Right after that I licensed a product '[5 Minute PDF Creator](#)'. That fits very nicely with my newsletter products as people who do that often need to create PDF files too.

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Section Eight

Don't try to re-invent the wheel.

Learn from someone who has already been there!

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Then I wrote '[Create and Sell Products Online](#)' This is 250 pages, it's not short, you're not going to pick it up and make money overnight as you won't have even read it in that time.

What I say in the book is that there are some very well known names in internet marketing who sell similar 'How To' products and I think they are very dishonest about this, because they tell you that you can have your product up and running within 2 to 5 hours, is that possible really? Can someone with very little knowledge of what they are doing create the content for the product in such a short time?

PT I think that you can come up with an idea in a short space of time, but the physical things that you need to do? I don't think so.

MG Ok, the circumstances I could think of where, if someone had a very specific skill and they were able to stand up and carry out a 2 or 3-hour lecture and video themselves and then turn it into an e-video.

PT I suppose you could do like Bill Myers who used to record a half-hour video and makes money from that.

MG That's fine, but he probably did 20 years of research to get the information in advance of that, so I am very skeptical of that, there are a couple of very big name marketers who tell you how to do this in 2 to 5 hours.

PT I suppose you could change the title to 'How to Make a Crap Product in 2-5 hours'!

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MG I think that's the reality, so I'm saying that you can make money overnight, you can have success, you can earn a 6 figure income, you can do all of these things, but guess what, it isn't going to be straight forward or easy, no thought required etc If you are prepared to put in the effort, then this is the product for you.

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Section Nine

Building the quality of your “list” is life or death for your internet business. And that’s no joke!

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PT I have an annoyance because a lot of big marketers don’t tell you about the mistakes they’ve made or the failures they’ve had.

MG There’s a guy who has produced an eBook where he’s interviewed people like me and other marketing gurus and asked them to reveal their biggest mistakes. The book is called Costly Online Blunders and is available [here](#).

MG Yes, now I’m established I can use any of my mailing lists that I have for my different products because I have a mini-course that goes with each one, and I have a formula now. I can mail any of these lists and write about a product that I have seen and I like or something new that I am doing and I can make money overnight. So it’s true that you can make money overnight, but I’ve done all the work to get there.

PT Also, when I got my subscriber list to about 800 people, I found that the formula started to work, on a Friday night I could email the list and know that I would get a certain response. So you don’t really need a huge list.

MG It depends on the quality, the product and the following that you have, and whether or not you bought in that list.

PT No, it was hard work and I built the list myself.

MG But if you have that list of subscribers and they know who you are and you should get lots of personality into your newsletter, many good people do this very well, I analysed and broke down some popular Ezines and picked out good and bad points

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and I found that the people who do it well say crazy things like 'I was out shopping the other day when such and such happened' and you start to feel that you know this person, they build a relationship in advance.

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Section Ten

Developing credibility doesn't mean picturing your own jet aircraft on your website!

[Listen with Windows Media](#)

[Listen with Real Player](#)

MG I'm starting to sell the '[Create and Sell Products Online](#)' Toolkit, one of the things I wanted to do was to demonstrate to people that I am a successful marketer.

Now some people do that by showing their banks accounts, I think that's a little too flashy, so one thing that I noticed was that I was consistently ranked very high on ClickBank's Marketplace.

And users of ClickBank will be familiar with the Marketplace of all the products that are sold there and they rank them. They don't tell you exactly how, but they tell you it's to do with sales. I've been in the **Top 10 for more than 6 months**.

So here's the secret...

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Section Eleven

Borrow only the secrets which are proven to work.

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MG Okay...I use a piece of software that enables me to sell all of my products through a single ClickBank account. This makes a lot of sense from a lot of different angles. Firstly you don't pay \$50 every single time you set up an additional product, unless they are on the same url and the number one rule of marketing is to set up a domain name for each product.

So this troubled me for a while, after [How To Write A Newsletter](#) and [Easy Ezine Toolkit](#) were using separate ClickBank accounts, so I looked around for an alternative and contacted a guy called [Adrian Ling](#). He produced a piece of software which enables people to sell through one account, but it has some other advantages, like it gets people to sign up with you as an affiliate rather than just blindly going ahead as an anonymous affiliate, they have to sign up with you first. The nicest benefit of all is that every sale now goes through the single ClickBank account and of course, because I have a number of products my ranking is consistently high.

That is the secret behind it, of course you have to have good selling products, otherwise you won't get up there anyway. So there's the answer and I don't really know why more people don't do it plus it's self-replicating, you get high in the ClickBank marketplace because people are clicking on that link all the time, and I'm making sales everyday just because I'm in the Top 10 on ClickBank's MarketPlace.

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Section Twelve

Choose your affiliate program with care

[Listen with Windows Media](#)

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MG People ask why I sell my products through ClickBank because a lot of the time people use [ClickBank](#) and [Pay Pal](#) when they start out, then maybe switch to something else as they develop more products or become more experienced The truth is that with ClickBank you pay 7.5% on the dollar for every transaction which is on the high side. My answer is that I have 100,000 potential affiliates immediately able to sell my products as long as you are capitalizing on that by ranking at the top of ClickBank. If you go to their MarketPlace click on 'Business To Business' I'm right there on the first page.

I'm making more sales in this way than I could possibly make so that works well. So you do get something back for that 7.5% including the whole administration; they are cutting all the checks and sending them out, any refund issues, any communications, I really have to spend very little time dealing with my affiliate program. The time I do spend with it, is entirely devoted and focused on my affiliates, because what I do is to go to town on building my affiliate promotional area, the tools or toolboxes as I call them and I produce different tools for every one of my toolkits (products).

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Section Thirteen

Then make YOUR affiliate program better than the rest

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MG It is called [easyClickMate](#). Adrian Ling who sells this doesn't sell it on the domain [easyClickMate](#) which of course he should, but he's a programmer rather than a marketing man. People can come to [howtocorp.com](#) and they can find the link to it on the left hand side (or click [here](#)). It's a great product and he's an excellent person to buy from, because he supports his product to the hilt.

When someone sells one of my products, all I get is an email saying *null@clickbank.com* and '*sale/....howtocorp*' I know myself that when I make a residual sale like that when I am an affiliate of someone selling through ClickBank, I hardly even know which product I have sold.

What Adrian is being built into the third generation of [easyClickMate](#) is a mechanism for me as the merchant, to actually be able to email you as the affiliate automatically when you make a sale saying 'well done, you just made a sale!' which you would get from regular affiliate programs. So, this software will make that possible for the very first time, which is terrific.

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Section Fourteen

THE single BIGGEST mistake that most online marketers make!

[Listen with Windows Media](#)

[Listen with Real Player](#)

MG Here's the number one mistake that I think that marketers who are not making it yet are making; they get confused by reading too much, by trying to take too much in. Now, I know that others have said to you that you should be like a sponge and take in lots of information, that's absolutely right, but right up front what you need to do is get from not having an internet business to making money online.

The easiest way to frustrate that objective is to start following one person as your mentor or guru and then see something that someone else is doing and go off and do that too and so on. If you are not careful and single-minded, then you will get nowhere because you are going everywhere.

Follow one guru or, at least follow one guru at a time, until you have had success in each instance. I recently [wrote an article](#) about that and I had more email responses from writing that single article than from any other article. People said it had just hit them what they were doing wrong by following so many gurus.

Experience in real-life business has taught me that there is no single way of doing things, but if you try and do things in too many different ways simultaneously, then there's no consistency to your approach and you're almost guaranteed to fail. I say one thing, Yanik Silver says another, they may almost be diametrically opposed things, but they all work individually, but none of them will work if you do them all at the same time.

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Section Fifteen

Get scientific about what drives sales and use that information like crazy to make even more sales.

[Listen with Windows Media](#)

[Listen with Real Player](#)

MG I am absolutely obsessive about split-testing my pages and I do it scientifically; there are [packages to help you](#) do that. The page 'flip-flops', it serves up one page, then another, that way you know that you are not testing it one week at a time when you may be getting different quality of traffic because an ad has just come out or something. You are getting the same bunch of traffic, but you are exposing them to a slightly different experience. The secret there is to only [split-test](#) one element at a time. Well, I have used that extensively, I have discovered which font sells best for me, which colors, obviously which price, headline and so on.

One thing I remember reading was to put a story in your text. I had a story in one of my sales pages and it was selling, but not great. I thought the sales page may have been over-long in this instance and needed to cut to the chase a little bit more, so I stripped out the story and sales jumped 30% That was scientifically tested with the split test.

Now there's a great example where one guru would say put the story in, now with that experience of split-testing, I would say 'don't put the story in' probably neither is absolutely right or absolutely wrong, but if you follow both simultaneously, you'll fail.

PT Even if your web page is a complete disaster, it must be best to get something done and look at the results?

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Section Sixteen

But avoid information overflow like the plague!

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[Listen with Real Player](#)

MG I have a customer who I know for a fact has bought all of my products, now you will always hear the marketers say it's a good thing to sell one product at a low price, then others to follow etc I'm delighted that he has bought all my products, but I then see that through some of my affiliate links, he has purchased all of someone else's products too and I know for a fact that he has bought products which are trying to instruct him in the same sort of areas that my products are.

The trouble is that I know this guy is never ever going to make it work online when he writes to me to say it's just not working. I think it's because he has more information than I could read in a year! With the time that has lapsed in-between buying these products, he couldn't have even read my first one!

So my advice is to buy one excellent product that you believe in, where you see the person has got some proven success and learn everything you can and get something up and running using the experience that the person has taught you, then you can start to look further a field and buy other products.

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Section Seventeen

And protect your own success by preventing others from stealing what's rightfully yours.

[Listen with Windows Media](#)

[Listen with Real Player](#)

MG We have another product called [Easy-Download Protector](#), specifically designed for [ClickBank](#) users. The big problem that they have is that ClickBank offer a tremendous service which makes it very easy to set your account up and in the admin area people put what are called 'thank-you pages'. This is the url, the link to where the purchaser goes to download that product, but there's a problem; the person that goes to download that product knows that you are going to do that and you are going to call it 'download' or 'membership' or 'thank you' or something like that.

Now, I use a piece of software that tracks when people go for a url for any of my products which doesn't exist, and an email tells me which they went for. All day long, every hour of every day without fail, I see people going to www.howtowriteanewsletter.com/download or [/thankyoupage](#) and so on. So I am seeing people in real time trying to steal my products, this is a constant stream. By the way, they will never find it as my products are behind secure areas with logins and passwords, but I realize that the problem is prevalent as I see hundreds of attacks a day as people try to steal my products.

So, we have developed [Easy-Download Protector](#) and the idea is that rather than put a 'thank you' page that you would normally use, this piece of software sits wherever your website is and it interacts with my server and authenticates the person reaching the download page. If they haven't paid for your product, they cannot reach your product's download page.

PT Also, if someone does buy the product, they could pass the 'thank you' page url onto someone else?

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MG Yes, that is the other problem and we have things built in to stop that too. All of this is an increasing problem that people don't possibly realize how at risk they are and how many times their products are being stolen. Incidentally, I use another piece of Adrian Ling's software called [404 director](#) which drops me an email every time someone is looking around my site at pages which do not exist. Also if you have a broken link on your website it will alert you to that.

I was shocked; because when I installed the [404 software](#) I discovered that my products are coming under attack at the rate of around 20-30 per hour! I will see someone spending up to 30 minutes trying to guess the download locations, they must want the products badly!

ClickBank is great, but it's not meant for people who are security experts or programmers so [Easy-Download Protector](#) makes it simple for somebody to absolutely protect their own product when the probably didn't even realize it was under attack in the first place. We call it '*bullet-proof download and membership protection system*'.

IMPORTANT – see information on next page...

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Section Eighteen

It's time to get your hands on some of this internet generated wealth...

If you've enjoyed this audio eBook, then you're going to love making LARGE SUMS of money from the internet.

It's absolutely fruitless for you to waste your time and money experimenting on the internet, in the vague hope that you'll randomly stumble across the formula that makes money online.

Your chances of finding all the answers are next to NIL. And in any case...there's no good reason to waste your time like that!

I've taken EVERYTHING I know about internet marketing and placed it in one amazingly accessible product called "[How To Create And SELL Products Online](#)".

There's no hype...no theory...and no random thoughts.

Instead what you'll discover is a precise and well illustrated 'roadmap' to your own internet marketing success.

I'll show you EVERYTHING you need to know to generate large amounts of additional income for you and your family. Yes everything! Just click [here](#).

[Click Here And Discover How To Make 'Real' Money Online By Developing & Selling Your Very Own Products.](#)

[Find Out About Michael Green's Private System For Creating Wealth - Now Revealed For The First Time In His Amazing New Easy-To-Follow Toolkit.](#)